





# Follow The Crowd To Owen's May Festival Values

3 BIG DAYS - FRIDAY, SATURDAY & MONDAY

## DRESSES

Just Arrived in time for Mother's Day and Graduation — Big new shipment of Junior Regular and Half Sizes Owen's Budget Priced

3.95 to 16.95  
\$1.00 Put In Layaway

## SPECIAL

Ladies 1.95  
Broadcloth  
BLOUSES

1.00

## Special CAN-CAN PETTI-COATS

35 Yards  
2.98

50 Yards  
3.95

Special — Closeout

## Ladies DUSTERS

• Ideal for Mother's Day  
• Reg. 10.95 to 13.95

8.00

Remember We Gift  
Wrap FREE!

Special Purchase for Mother's Day. Hundreds and Hundreds. Just received from the New York Office.

## HATS

Values to 10.95

Our Price

1.98

2.98

3.95



New Cool  
COTTONS

Ladies see this, If you sew — Make a B-Line to Owen's, The Piece goods center of South-west Arkansas.

## PIECE GOODS

• Printed Batise • DIMITIES •

Printed Lawns • Solid and Fancy Cottons, Values to 89c Yd., Thrown together in one big price

2 Yds. 88c

Special  
Men's 69c

KNIT  
SHORTS  
3 for 1.00

Big  
FEATHER  
PILLOWS

Reg. 1.69

1.00

Big New Shipment  
Ladies and Misses

## FLATS

• Leather Soles  
• Leather Uppers

2.98

SANDALS

1.98

## Just Received New Shipment STRAW HATS

For Dress or Work  
Including Westerns

79c to 4.95

## New Shipment Tuf-Nut, Type 4 ARMY KHAKIES

Special Price

2.98

Special  
Men's 98c

STRETCH  
SOCKS

2 pr. 88c

They Are Here!  
For Father's Day  
For Graduation  
For Parties  
New in Style  
New in Color

## MEN'S SUITS

Owen's Price

24.95

Alterations Free

Special!  
Just Unpacked  
Men's Short Sleeve

## SPORT SHIRTS

First Quality  
Each

1.00



## Evacuation

Continued From Page One

of drinking water. Meanwhile, Ashley county at the other end of southern Arkansas, began its second week "under water."

County Agent D. M. Vaughn said damage to the county's cotton and rice crops would go over \$100,000 and that 70 per cent of it would have to be replanted. He said the tomato crop appeared undamaged, probably due to its location mostly in upland areas. Vaughn estimated farming operations have been set back at least two weeks.

Rain Measured  
Field Representative Dan Clark of the Ashley County Red Cross Chapter said the emergency phase of the organization's program had already cost \$1,100.

Dumas, which has received 8.73 inches of rain over the last seven days, had a deluge of 2.70 inches Wednesday, filling many streets. Water came up to the doorsills of a number of homes but no evacuations were necessary. Three inches of rain fell at Watson in a three-hour period Wednesday. For the past 7 days to 7 a.m., today, the Fruit Truck Branch Experiment Station at Hope measured 11.85 inches of rain.

## BY UNITED PRESS

National Guardsmen and volunteers fought to save farm homes south of Garland City, Ark., from floodwaters today in the wake of five straight days of violent weather in the Southwest.

Arkansas Gov. Orval Faubus ordered a second National Guard unit to the scene in an effort to prevent a second break which authorities said would flood the homes of 1,000 farmers in the Garland City area and inundate another 60,000 or 70,000 acres of land.

CROSSETT (UP)—Motorists did a double take as they crossed the U.S. Highway 82 bridge over the Ouachita River Wednesday. Sure enough, there was a 55-foot-long towboat parked parallel to the bridge.

It seems Capt. Isaac Meeks of Beaumont, Tex., had engine trouble near Henderson Bend about seven miles upstream. He cut loose the barge of oil and he was pushing and anchored at the bridge, which is about 10 miles west of here, while repairs were made.

Meeks said he expected to resume his trip to the junction of the Ouachita and Mississippi

## News Briefs

### JURY INTO SESSION

EL DORADO (UP)— Circuit Judge Guy W. Jones called the Union county grand jury into session today.

No information as what the jury will investigate has been released but speculation was that it would be the \$22,000 robbery April 15 of County Treasurer Perry A. Long. Long was slugged then bound and gagged by two men as he sat in his office during the noon-hour. The crime is unsolved.

### SETS HEARINGS

LITTLE ROCK (UP)— Attorneys for the Kansas City Southern Railway Co. and the Arkansas Public Service Commission have agreed to hearings for two property assessment cases against the railroad for May 14 and June 3 in Pulaski Circuit Court.

The railroad claims it was overcharged some \$300,000 in taxes for the years 1955 and 1956.

The trial on the 1955 assessments case will be May 14 and the trial for the 1956 case will be June 3.

Judge J. Mitchell Cockrill will decide the company's appeal from its 1957 assessment on the basis of records, without a hearing.

### ELECT PRESIDENT

LITTLE ROCK (UP)—Miss Era Madge Ellis of Little Rock was

reelected today.

Old-timers said it was the first time in "many years" a river boat has put in around here.

### FOR ATHLETE'S FOOT

USE T-4-L BECAUSE — It sloughs off infected skin. Exposes more germs to its killing action. IN 1 HOUR, if not pleased with STRONG, instant drying T-4-L liquid, your 48c back at any drug store. Use T-4-L FOOT POWDER too—gives a film of antiseptic protection. Now at John S. Gibson Drug Co.

WOW! \$2,000.00  
IN FREE ADMISSION  
TO FIRST 100 CARS

Friday Nite . . .  
"BUMPER CLUB NITE"

Big Laff Show  
Cartoon Comedy  
Carnival  
—PLUS—  
Jerry Lewis  
"Delicate Delinquent"

DIXIE DRIVE-IN  
THEATRE

elect president of the Arkansas Mental Health Association as the group held its annual meeting Wednesday.

Other new officers included Mrs. Thomas D. Scott of Little Rock, secretary; Miss Mary Elizabeth Frizzell of Little Rock, board member; Mrs. Mettie Cal Maxted of Fayetteville and Mrs. J. R. Sink of Newport, vice presidents; Edwin C. Kane of Little Rock, treasurer and Mrs. Edgat F. Dixon of Little Rock, board member.

The Amazon River's discharge of water is greater than that of the world's three next largest rivers combined.

## SAENGER

Last Nite — 6:30-8:31

Double Horror

"Blood of Dracula"  
—PLUS—  
"I Was A Teenage  
Frankenstein"

Starts Friday

Big Double Feature



Night Turns To  
Terror!  
Footsteps  
In The  
Night  
Starring  
Bill Elliott

"Oh Doctor!"  
Brightie Bardot  
Will be at the  
Saenger Tuesday

## Don't Forget Our Big DEL MONTE CAN FOOD SALE

This Week-End

Folgers or Maxwell House

## COFFEE

Lb.  
Can 87c

Fresh Canned

## EGGS

3 Doz. 1.00

Canned

## BISCUITS

3 For 25c

Puratosnow in Pillowcase Bag

## FLOUR

25 Lb. Bag 1.89

Brer Rabbit "Brown Label" Table

## SYRUP

1/2 Gal. 49c

Nabisco Vanilla — Reg. 25c

## WAFERS

Extra Special Bag 19c

Miracle Whip Salad

## DRESSING

Qt. Size 59c

## Quality Meats

Baby Beef Rib

## STEAKS

Lb. 55c

Good & Lean

## PORK CHOPS

Lb. 55c

Choice Baby Beef Chuck

## ROAST

Lb. 49c

Grade A

## FRYERS

Lb. 35c

Good Tender

## STEW MEAT

3 Lbs. 1.00

Country Style Mix

## SAUSAGE

4 Lbs. 1.00

Good Grade

## BOLOGNA

3 Lbs. 1.00

Extra Special

## WIENERS

3 Lb. Cello Bag 85c

Fresh Pork

## NECK BONES

4 Lbs. 1.00

Fresh Lean Ground

## BEEF

Lb. 49c

## Fresh Produce

Fresh Yellow Crook Neck

## SQUASH

Lb. 15c

Fresh Black Valentine

## STRING BEANS

Lb. 15c

Fresh

## TURNIP GREENS

Bunch 10c

Yellow Ripe

## BANANAS

Lb. 10c

Good Red

## POTATOES

25 Lb. Sack 1.49

# BARRY'S

HOLLYWOOD  
Yvette  
Vassarette



STAY THERE! A bra that gives complete freedom and comfort plus support and control. It will not ride up, bind, cut or mark the body! STAY THERE! is made with a knitted Ban-Lon PowAire back. Style No. 0022. White, A 32-36, BC 32-38, \$3.50.

Trim your figure lightly  
in a comfortable, fashion wise



## THE LONG, LEAN LINE

comes to life on you! In the slimming, trimming magic of our beautifully constructed Yvette Vassarette bras and girdles! Comp. try them on and see your every unruly curve behave... your every figure problem vanish!

See our complete selection of bras and girdles.



# Owen's

DEPARTMENT STORE



# 10¢ OFF SALE

ON 10-LB. BAGS OF

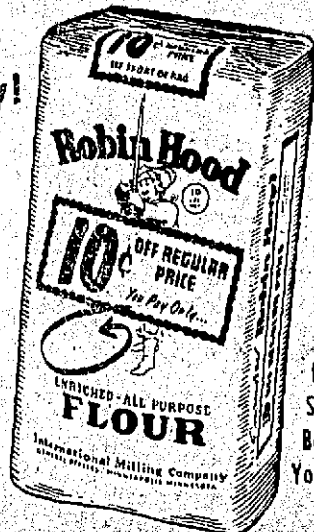
## Robin Hood Flour

Special Low Prices Now Available at Your Grocer's for a Limited Time Only!

■ And now Robin Hood offers you a 10-lb. bag at a saving of 10¢. Look for it at your grocer's today!

Then discover for yourself just as thousands and thousands of other women have done, how wonderful Robin Hood is for everything you bake. With Robin Hood you get best results with one flour for all your baking. That's because Robin Hood is a combination of the finest selected wheats milled with the utmost care.

Look for special bags of Robin Hood at your grocer's now. But act quickly because this offer is good for a limited time only.



Look for these Special Bags at Your Grocer's!

5¢ off regular price on 5-lb. bags, too!

### Calendar

**Friday, May 2**  
May Fellowship Day will be presented by the Hope Council of Church Women at the Methodist Church Friday at 2 p.m.

The Rose Garden Club will meet at 2:30 p.m. Friday at the Experiment Station to view the different varieties of iris. Hostesses are Mrs. Bob Herndon Jr., Mrs. J. K. Green and Mrs. Stella Spragins. In case of rain meet at the home of Mrs. Bob Herndon Jr.

**Sunday, May 4**  
The Music Makers will present a program of piano, organ and vocal music at the First Christian Church at 3 p.m. Sunday.

Homecoming will be observed Sunday, May 4 with a pot-luck lunch, to be served at noon at Old Yellow Creek Church, three miles southeast of Saratoga. Come, and bring the family says, W. M. Dilard.

**Tuesday, May 6**  
The 9th Annual Music Festival will be presented in the Hope High School Auditorium at 7:30 the evening of Tuesday, May 6th. The public is invited.

**Monday, May 5**  
Mrs. C. D. Lester will be hostess to Circle 2 of the First Methodist Church at her home, 315 West Ave D on Monday, May 5 at 3 p.m. Circle leader is Mrs. Dick White.

Circle 3 of the WSCS of the First Methodist Church will meet Monday, May 5 in the home of Mrs. Lloyd Kinard at 3 p.m. Leader, Mrs. Webb Lester Jr., asks all

## SOCIETY

Phone 7-3431 Between 6 A. M. and 4 P. M.

members to please bring their World Bank.

Circle 4 of the W. S. C. S. of the First Methodist Church will meet Monday, May 5 at 12:30 noon for a pot-luck luncheon in the home of Mrs. E. P. O'Neal.

The W. M. U. of the First Baptist Church will have its Royal Service Program at 10:30 Monday morning May 5. A business meeting will follow, and a pot-luck luncheon will be served at noon. The Community Mission program will begin at 1:30 using the theme "Be Ye Doers." Visitation will be held after the meeting.

### Notice

The Rose Garden Club meeting for today has been cancelled and will meet on Friday May 9th.

The Green Laxeter Community Supper scheduled for Friday night has been postponed until further notice.

**Bridal Shower Honors**  
Miss Quetta Smith  
The home of Mr. and Mrs. Thurman Riddling was the setting for a bridal shower given in honor

of Miss Quetta Smith bride-elect of James Ellis, on Friday evening, April 25.

The theme "April Showers" was carried out in the decorations and entertainment, and the color scheme was pink, the honoree's chosen color. Using the soft music of "April Showers" in the background, a table covered in pink with a beautiful lace tablecloth topped by a pink umbrella served as a display for all the beautifully-wrapped gifts.

A profusion of pink and white flowers were placed at vantage points and a lovely white carnation corsage was presented to the honoree by the hostess. After interesting games were played, frozen punch and pink iced cake was served to 40 guests. Co-hostesses were Mrs. Cecil Smith, Mrs. George Hartsfield, and Mrs. Dick Maroon.

The newly organized "Hoosier Hope" Garden club of McCaskill met Saturday April 26 at 7:30 p.m. in the home of Mrs. J. A. Sevedge.

The meeting was called to order and presided over by Mrs. A. L. Ross, president. The minutes were read and the roll called. By the secretary, Mrs. Leon Prescott. Miss Dorothy Sevedge presented a most interesting and informative program on the care of African violets. She also showed colored slides of African Violets and other varieties of flowers. Some were made at the Wiles garden near St. Louis.

The hostess presented a prize,

an African violet to Mrs. Leon Prescott.

The meeting was adjourned and delightful refreshments served to nine members and two visitors, Margaret Ann Bittick and Karen Jo Woodfolk.

### Classroom Teachers Association Elect Officers

The Hempstead County Classroom Teachers Association met at the Junior High School, Tuesday, April 22 at 7:30 p.m.

The meeting was opened with prayer by Mrs. Frank Mason, Mrs. B. N. Holl, program chairman, introduced Mr. Earl Downs, Guidance Counselor, Hope High School, who spoke on, "Meeting the Needs of the Gifted Child." A question and answer session followed his talk.

Mrs. James McLarty, president, presided over the business session during which reports were heard from various committees. The nominating committee submitted the following slate for the year 1958-59.

President, Mrs. Royce Welsonberger, vice-president, Mrs. J. T. Merrill, secretary-treasurer, Mrs. Sam Andrews.

During a social hour, Mrs. W. B. Mason, Mrs. F. J. Burroughs, Mrs. W. M. Sparks and Mrs. Merrill served cake and sandwiches to the members and guests, Miss Elizabeth Kostlosky, student teacher, H. S. T. C. from Oglesby School.

### Hospital Notes

Branch  
Admitted: Mrs. Paul Rogers

### FIRST EYE DOCTOR

Hippocrates is credited with being the first ophthalmologist. He suggested not foot baths and restricted diet as treatment for eye diseases.

OPEN UNTIL  
9 P.M.  
THURS. - FRI.  
SAT.



See Our New  
And Used Cars

HOPE  
AUTO CO.  
"Your Ford Dealer"

## John P. Cox Drug Co.

PHONE 7-4616 HOPE, ARK.  
WE GIVE S&H GREEN STAMPS

ON SALE THURSDAY, FRIDAY & SATURDAY  
YOUR FRIENDLY Walgreen Agency

REG. 5¢  
**CANDY BARS**  
Popular Brands 3 FOR 12¢  
(Limit 3)

REG. 10¢  
**CAMAY SOAP**  
Foil-Wrapt In Colors 3 FOR 25¢  
(Limit 3)

### Mother's Day Candy

Russell Stover  
Assorted Chocolates  
Mother's Day Wrapped Two Pounds \$2.00  
One Pound \$1.35  
Whitman's Sampler One Pound \$2.00  
Mother's Day Wrapped Two Pounds \$4.00

Stover Special  
Mother's Day Assortment Two Pound Gift Boxed \$3.00  
Whitman's Deluxe \$3.00  
One pound assortment with beautiful Corsage.

Save \$3.49  
Wide Range—Olsen

**AYTINAL**  
14 VITAMINS with MINERALS  
Bottle of 50 FREE!  
When you purchase 100 at only 398

### Remember Mothers Day

Faberge Straw Hat Cologne \$2.00  
A lovely light summer fragrance by Faberge. Other Faberge Colognes — Aphrodite, Woodhues, Act 17, and Plumbeus from \$1.25 to \$3.50.  
JEWELITE HAIR BRUSH 195  
Crystal, Ruby or Sapphire  
American Greeting Mothers Day Cards 5¢ to 35¢

MEN'S & WOMEN'S  
**SUNGLASSES**  
By WILLSON  
Many popular styles shades & shapes for you to choose from  
79¢ to 1.98

### Sunday May 11th

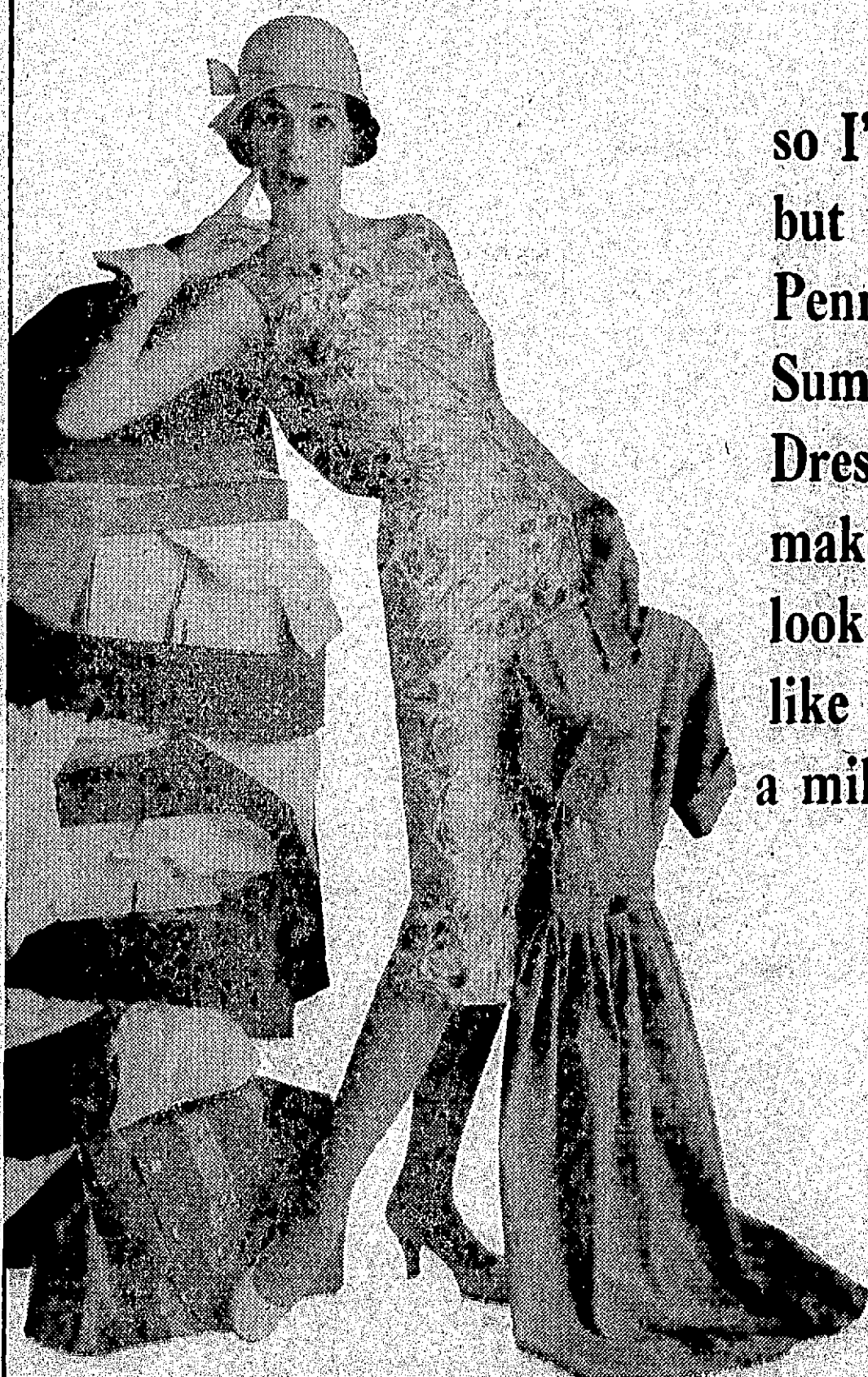
Elizabeth Arden Blue Grass Cologne 4-oz Size \$2.50  
The World's most popular Fine Perfume!  
Mastercraft Electric Hair Dryer 679  
Dries with hot or cold air  
\$5.00 WINEY Costume Jewelry \$1  
Plus earrings and necklaces styled for spring



\$7.50  
For Your Old  
Safety Razor!  
Bring in that old safety razor and get credit for \$7.50 on the purchase of a new SCHICK Power Shaver.  
**ELECTRIC SHAYER**  
This deal on for a limited time only. Come in today!

9-OZ.  
**JOHNSON'S Baby Powder**  
For Baby's Skin  
59¢

## PENNEY'S



so I'm not rich!  
but  
Penney's  
Summer  
Dress Carnival  
makes me  
look  
like  
a million!

### SUMMER DRESS CARNIVAL STARTS TOMORROW

5.95 12.95

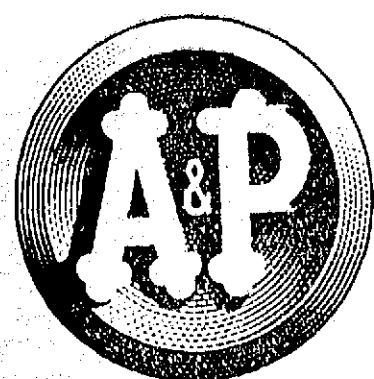
Can you beat it! Such stunning dresses at such low prices. Wonders never cease at Penney's. The most wonderful things are waiting for your summer wardrobe right now at Summer Dress Carnival. Wonderfully new chemises. Wonderfully fresh shirt dresses. And, all the fashions in

between! You'll find the biggest selection of dresses from now 'til Fall. Greatest wonder of all is that you don't have to be rich to get several new dresses. Reason: Penney's buys big, gets big savings from manufacturers who get big savings from fabric mills. Those savings are handed to you

SHOP PENNEY'S... you'll live better, you'll save!



# 'AT YOUR A&P ALL MAY... Budgets have a Field Day!



LIBBY'S <b>TOMATO JUICE</b>	3 46-Oz. Cans	\$1.00
IONA UNPEELED <b>APRICOT HALVES</b>	29-Oz. Can	29¢
BENCO DRIED <b>PINTO BEANS</b>	1-Lb. Pkg.	10¢
GOLDEN RISE <b>PACKAGED BISCUITS</b>	3 Pkgs.	29¢
GOLDEN RISE <b>DINNER ROLLS</b>	2 Pkgs.	29¢
ARMOUR'S STAR <b>ROAST BEEF</b>	12-Oz. Can	47¢
"SUPER-RIGHT" <b>ROAST BEEF</b>	12-Oz. Can	39¢
ANN PAGE <b>FRENCH DRESSING</b>	8-Oz. Btl.	19¢
ANN PAGE <b>PURE APPLE JELLY</b>	12-Oz. Jar	19¢
ANN PAGE <b>PORK AND BEANS</b>	3 21-Oz. Cans	43¢

<b>Broccoli Spears</b>	A&P FANCY FROZEN	6 10-Oz. Pkgs.	95¢
<b>Chopped Spinach</b>	A&P FANCY FROZEN LEAF OR CHOPPED	6 10-Oz. Pkgs.	69¢
<b>A&amp;P Green Peas</b>	A&P FANCY FROZEN	6 10-Oz. Pkgs.	79¢
<b>Strawberries</b>	A&P FANCY FROZEN	5 10-Oz. Pkgs.	93¢
<b>Plain Lemonade</b>	MINUTE MAID FROZEN	3 6-Oz. Cans	29¢

ICE CREAM <b>CRESTMONT</b>	1/2-Gal. Cin.	69¢
ZEE PAPER-COLORED OR WHITE <b>NAPKINS</b>	3 Pkgs. of 80	25¢
SAIL ALL PURPOSE <b>DETERGENT</b>	1-Gl. Pkg.	49¢
PHYSICIAN'S RUBBING <b>ALCOHOL</b>	2 Pt. Btls.	25¢

JANE PARKER CARAMEL <b>PECAN ROLLS</b>	1-Lb. Pkg.	33¢
JANE PARKER <b>RAISIN BREAD</b>	1-Lb. Pkg.	17¢
JANE PARKER <b>Molasses Cookies</b>	11-Oz. Pkg.	25¢

JANE PARKER LARGE <b>APPLE PIE</b>	REG. 53¢ SPECIAL!	43¢
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JANE PARKER <b>WHITE BREAD</b>	1-Lb. Pkg.	22¢
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JANE PARKER <b>SPANISH BAR</b>	REG. 39¢ SPECIAL!	29¢
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JANE PARKER DANISH NUT <b>COFFEE RING</b>	1-Lb. Pkg.	43¢
JANE PARKER HOT DOG <b>SLICED ROLLS</b>	1-Lb. Pkg.	19¢

## Launches Mental Health Week

WASHINGTON (UP) — Mrs. rang a 300-pound bell on the White House South Porch to launch a 1958 Mental Health Week campaign. The "Mental Health Bell" was cast in 1953 from chains and shackles once used in mental hospitals to restrain patients.

## Montreal Royals in Fast Start

By UNITED PRESS  
Although it's still too early to talk about a runaway, the Montreal Royals and Rochester Red Wings are setting a blistering pace that's going to make them hard to catch in the International League pennant race.

Montreal scored three times in the bottom of the ninth in its home debut Wednesday to beat Miami, 4-3, and the Red Wings overcame a two-run deficit to whip Richmond, 4-2, in a night contest. The Royals have now won 12 of their first 13 games while second-place Rochester has an 11-3 record.

In other games Wednesday, Toronto defeated Havana, 6-3, under the sun while Columbus edged Buffalo, 4-3, at night.

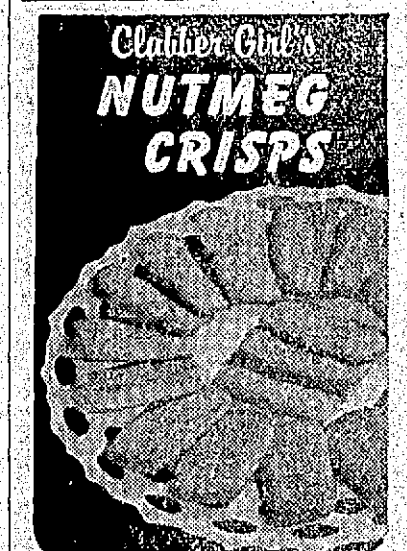
Clyde Parris got the big blow for Montreal, a two-run homer in the ninth inning that provided tie-leader Leo Christaogel in his first win of the season. Rochester also won its contest on the strength of a two-run blast, this one by Don Lasseter in the eighth inning.

HOLLOWAY INKS CONTRACT — CALGARY, Alberta (UP) — Chuck Holloway, wingback of the 1956 UCLA team which played in the Rose Bowl, signed Wednesday with the Calgary Stampede of Canada's Western Football Conference. Holloway played with the Fort Ord, Calif., Army team last season.

BEARS GET \$23,830 — NEW YORK (UP) — The Hershey Bears, who added the Calder Cup playoff title to their regular season championship in the American Hockey League, picked up \$23,830 as their share from the playoff pool. The Springfield Indians got \$16,850 for finishing runner-up in the playoffs, while \$8,301 went to the Cleveland Barons and \$8,130 to the Providence Reds.

## SKIN ITCH HOW TO RELIEVE IT IN JUST 15 MINUTES

If not pleased, your 48c back at any drug store. ITCH-ME-NOT deadens itch and burning in minutes; kills germs, fungi on contact. Wonderful for eczema, foot itchy, ringworm, insect bites, surface rashes. Today at John S. Gibson Drug Co.



**The Recipe**  
Sift together 1 1/2 cups sifted all-purpose flour, 2 teaspoons Clabber Girl Baking Powder and 1/4 teaspoon salt. Cream together 1/2 cup butter, 1/4 cup fine packed brown sugar, 1/4 teaspoon vanilla extract, and 1/4 teaspoon almond extract. Add 2 tablespoons water and 1 egg yolk; beat well. Add dry ingredients; stir until well blended. Pack dough into empty 1-pound butter can, 5 x 2 1/2 x 2 1/2 inches. Chill in refrigerator several hours. Remove dough from carton; slice about 1/4 inch thick with a sharp, thin-bladed knife. Place cookies on baking sheet. Cut each cookie in half to form rectangles; separate cookies 1 inch apart. Bake 1 tablespoon water and 1 egg white together until just combining. Sprinkle with nutmeg. Bake in a 375° F. (moderate) oven about 12 minutes. Cool. Yield: 5 dozen cookies.

## YOU SHOULD KNOW THIS ABOUT BAKING

It's the balance of ingredients in baking powder that governs its leavening action. Only when these are scientifically balanced can you be sure of uniform action in the mixing bowl plus that final, balanced rise to light and fluffy texture in the oven.

## Balanced Double Action means Better Baking!



## Be Sure and Shop Our DEL MONTE SALE

Here Are A Few of the Bargain Buys

Sliced or Halves <b>PEACHES</b>	4 No. 2 1/2 Cans	99¢
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Del Monte Chunk <b>TUNA</b>	3 Cans	99¢
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Del Monte <b>ENG. PEAS</b>	5 Cans	99¢
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Del Monte <b>CATSUP</b>	6 Bottles	99¢
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Don't Miss These And Other Buys! BUY IT BY THE CASE!

<b>COFFEE</b>		
Folgers Lb.	89¢	Maxwell House Lb. 84¢

Godchaux <b>SUGAR</b>	10 Lbs.	98¢
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Bisquick <b>BISCUITS</b>	Can	10¢
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Southern Maid <b>OLEO</b>	2 Lbs.	39¢
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Can <b>TOMATOES</b>	2 No. 1 Cans	25¢
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Nabisco <b>CRACKERS</b>	Lb. Box	25¢
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Nice Size <b>EGGS</b>	3 Doz.	1.00
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<b>WHITE GOOSE FLOUR</b>		
25 Lbs.	1.79	50 Lbs. 3.55

<b>PRODUCE</b>		
<b>POTATOES</b>	10 Lbs.	49¢

Mustard or Turnip <b>GREENS</b>	Bunch	10¢
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Golden Yellow <b>BANANAS</b>	2 Lbs.	25¢
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<b>SQUASH</b>	2 Lbs.	25¢
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## QUALITY MEATS

<b>OLEY'S IDEAL FRYERS</b>		
From Oley's Grade A Fryers <b>BREAST</b>	Lb.	69¢
<b>LIVERS</b>	Lb.	75¢

WHOLE <b>79¢</b>	CUT UP TRAY PACK <b>85¢</b>	Backs - Necks Lb. 19¢
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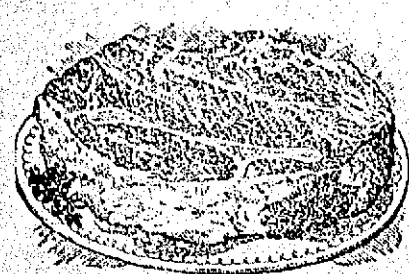
U.S.D.A. Heavy Beef <b>ROAST</b>	Lb.	49¢
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Deckers Tall Corn <b>BACON</b>	Lb.	59¢
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<b>GROUND BEEF</b>	2 Lbs.	98¢
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**Dannie Hamilton Food Center**  
WE DELIVER  
204 E. SECOND PHONE 7-3611

You Can Put Your Trust in "Super-Right" Meats!



"SUPER-RIGHT" HEAVY BEEF, BLADE CUT

**Chuck Roast** ...Lb. 55¢

"SUPER-RIGHT" HEAVY BEEF ENGLISH CUT OR <b>ARM ROAST</b>	Shoulder	Lb.	59¢
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ALLGOOD BRAND <b>SLICED BACON</b>	1-Lb. Pkg.	55¢
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HORMEL'S OVEN BROWN <b>CANNED PICNICS</b>	4-Lb. Size	30¢
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SMALL GROWN 4-9-LB. AVG. <b>SWIFT'S TURKEYS</b>	Lb.	59¢
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"SUPER-RIGHT" FRESHLY <b>GROUND BEEF</b>	Lb.	49¢
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HORMEL'S DAIRY BRAND <b>SLICED BACON</b>	1-Lb. Pkg.	69¢
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"SUPER-RIGHT" REGULAR <b>SLICED BACON</b>	1-Lb. Pkg.	59¢
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CAP'N JOHN'S <b>FRIED FISH STICKS</b>	2 10-Oz. Pkgs.	65¢
--	----------------	-----

"SUPER-RIGHT" <b>FRANKFURTERS</b>	Lb.	59¢
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"SUPER-RIGHT" <b>SLICED BOLOGNA</b>	8-Oz. Pkg.	29¢
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"SUPER-RIGHT" <b>SLICED BOLOGNA</b>	16-Oz. Pkg.	57¢
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DEODORANT SOAP <b>WOODBURY</b>	3 Reg. Bars	29¢
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DEODORANT SOAP <b>WOODBURY</b>	2 Bath Bars	29¢
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KRAFT <b>French Dressing</b>	8-Oz. Btl.	23¢
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KRAFT <b>CHEEZ-WHIZ</b>	16-Oz. Jar	55¢
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CLOVERBLOOM <b>MARGARINE</b>	1-Lb. Cin.	30¢
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## National Baby Week

POWDERED <b>SIMILAC</b>	16-Oz. Size	99¢
CEREAL <b>CREAM OF WHEAT</b>	14-Oz. Pkg.	23¢
BARLEY, RICE, OATMEAL OR MIXED <b>PABLUM CEREALS</b>	8-Oz. Pkg.	21¢
HEINZ <b>COOKED CEREAL</b>	7-Oz. Pkg.	17¢
SWIFT'S <b>EGG YOLKS</b>	2 1/2-Oz. Glass	23¢
J & J <b>BABY OIL</b>	5-Oz. Btl.	53¢
EVEN-FLQ PLASTIC <b>NURSING UNITS</b>	8-Oz. Pkg.	39¢
GARDER <b>BABY MEATS</b>	2 1/2-Oz. Can	21¢

## Chun-King Frozen Chinese Foods

<b>Cantonese Dinner</b>	12-Oz. Pkg.	85¢
<b>Chicken Chow Mein</b>	11 1/2-Oz. Pkg.	45¢
<b>Egg Rolls</b> (WITH SHRIMP)	8 1/2-Oz. Pkg.	69¢



**STRAWBERRIES**

**ASPARAGUS** Fresh California

**RHUBARB** Field Grown

**RUSSET POTATOES** 10 Lb. Bgs. 69¢

**GREEN BEANS** Florida Kentucky Wonder 2 Lb. 25¢

**YELLOW SQUASH** 2 Lb. 25¢

**CUCUMBERS** 3 Fr. 19¢

**ONIONS** White or Yellow Lb. 5¢





It took twice as much crude oil to produce a gallon of gasoline 38 years ago as it does today.

A series of dams keeps the Ohio River at a minimum depth of nine feet.

**OPEN UNTIL 9 P.M.  
THURS. - FRI. - SAT.**



**-Visit Our Showroom-  
HOPE AUTO CO.  
"Your Ford Dealer"**

## U. S. School Aid Gets a Bit of Life

By UNITED PRESS

Federal aid to school construction got a new lease on life today when a House Education subcommittee unexpectedly approved the \$1,500,000,000 program submitted by President Eisenhower last year.

The surprise move was engineered by committee Democrats, R-S, Stewart L. Udall (D-Ariz.)

and they felt this was the only way "to get action." He said they believed the Eisenhower program—rather than other pending bills—would get maximum support.

The House today plunged into battle on another anti-recession issue—rival Democratic and Republican plans for paying weekly cash benefits to the jobless.

Seven hours of general debate started soon after the chamber convened. No votes were expected before Thursday.

The Democratic plan would extend present state unemployment compensation benefits an extra 18 weeks to persons whose benefits are exhausted, and also would pro-

vide benefits to unemployed not now covered.

The administration plan, to be offered as a substitute, would extend by 50 per cent the duration of state unemployment benefits but would not affect uninsured workers. This plan would cost about 800 million dollars which the states would have to repay.

The Democratic program would be paid for by the government. The cost was estimated at \$1,470,000,000.

Elsewhere in Congress: Court Curbs: The Senate Judiciary Committee approved 10-3 a controversial bill to restrict or override Supreme Court decisions in some security risk cases.

Railroad Aid: Sen. George A. Smathers' Senate Commerce subcommittee proposed a program to help the nation's financially distressed railroads. Among other things it called for less guaranteed loans to buy equipment, more flexible rate-making to meet truck and airline competition, and "more equitable pay" for hauling the mails.

PIKUP 5th pgh: The House...

NOT ORIGINAL

"The Star Spangled Banner" is not an original melody. Francis Scott Key's words were set to a British tune — "To Anacreon in Heaven."

ALUMNUS TO SPEAK  
CONWAY (UP)—An alumnus of Arkansas State Teachers College will speak at the highlight of the annual Founder's Day observance Friday.

He is Justin Williams, director of the Korean Division of the International Co-operation Administration in the U. S. State Department.

A baseball game between State Teachers and Harding College, a chance and selection of a queen of Founder's Day will be part of the observance.

Name of the rhododendron plant is derived from two Greek words which mean "rose tree."

FBI NABS FUGITIVE  
INDIANAPOLIS (UP)—A 20-year-old native of Coal Hill, Ark., was arrested by the FBI here Wednesday on a charge of unlawfully flight to avoid prosecution nearly a year after he fled a Fort Smith courtroom while awaiting arraignment for burglary.

The FBI said the prisoner, Thomas Harvey Cunningham, was arrested under the name Tommy Ray James. Cunningham told officers he had been living here and working at odd jobs since he escaped at Fort Smith July 23, 1957.

A federal warrant was issued the same day charging him with fleeing Arkansas to avoid prosecution for burglary.

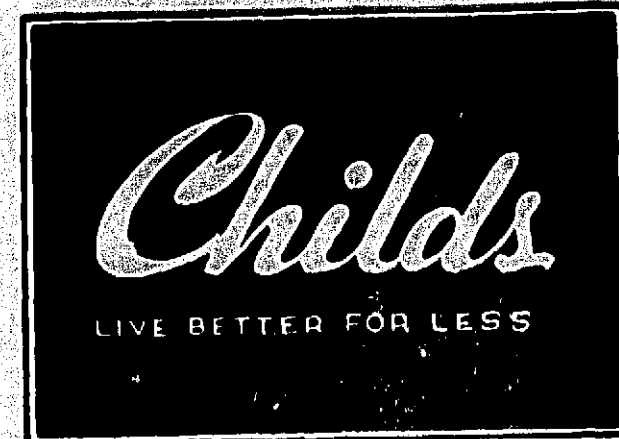


## fifty-eight years . . . and still shopping

Through the years, she's known many Childs employees, even those who couldn't waltz, she still remembers fondly. Because everyone at Childs was a friend... someone who went out of his way to make her feel at home.

Times changed and so did shopping in a Childs store. But those 58 eventful years never altered our lady's opinion. In fact, now she enjoys her shopping there more! What she likes best is that she's still among friends... her Childs good neighbors who continue to offer all the traditional service she appreciates. On top of it all she now gets "S&H" Green Stamps!

Last year was Childs greatest by far in sales... and 1958 promises to be even greater. For '58 is our Special Anniversary year. Discover the fun and savings advantages that are exclusively yours when you shop at Childs.



**8 A.M. to 6 P.M.  
Saturdays  
8 A.M. to 8 P.M.  
Second and Shover Sts.**

ARROW BRAND BRIQUETS		
CHARCOAL	5 Lb.	39c
KROGER SALTINES	1 Lb. Box	21c
RAINBOW SLICED HAMBURGER DILLS	Pt. Jar	25c
TOWIE SALAD OLIVES	8 Oz. Jar	41c
SAFE T CUPS OR CONES	Rainbow Doz.	21c
BANQUET SPAGHETTI OR MACARONI	12 Oz.	17c
BANQUET ELBO MACARONI	8 Oz.	13c

SAXET EARLY JUNE PEAS	300 Can	10c
SAXET CREME OR CROWDER PEAS	2 300 Cans	23c
SAXET PURPLE HULLS	2 300 Cans	23c
SAXET PORK & BEANS	3 300 Cans	29c
STA FLO STARCH	6c Off 1/2 Gal.	39c
KROGER MARSHMALLOWS	14 Oz. Pkg.	25c
CARNATION INSTANT CHOC. MILK	10 Oz.	43c



## SNOWDRIFT

"THE WESSON OIL SHORTENING"

**3 LB. CAN 69c**

**Saxet Blackeyes** NO. 300 Can **10c**  
**Del Dixie Hominy** NO. 300 CANS **25c**

**Light Crust Flour** 5 LB. BAG **39c**  
**Gladiola Biscuits** 3 Plain or Buttermilk CANS **29c**

make the meal... Veal

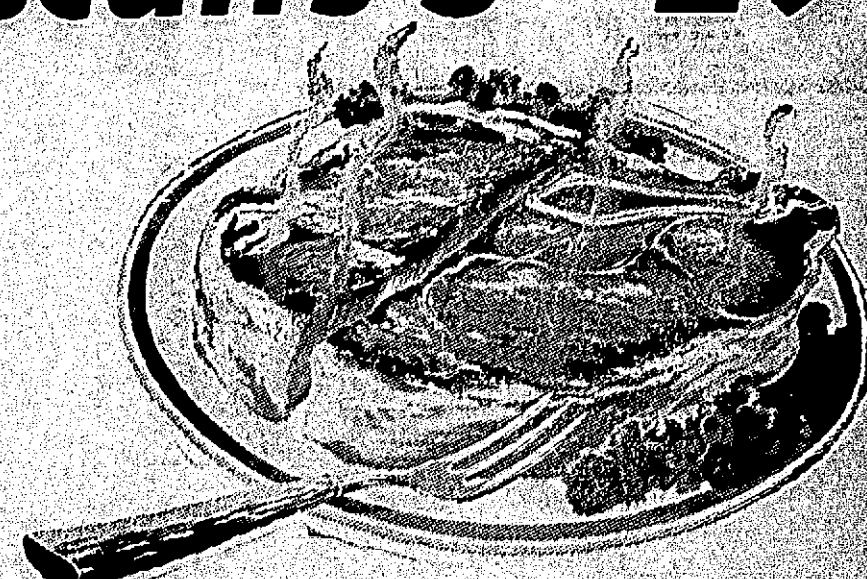


## CHUCK ROAST

Lb. **49c**

## LOIN STEAK

Lb. **79c**



## ROUND STEAK GROUND BEEF

Lb. **89c**  
Lb. **49c**

X-TRA TRIM BONELESS VEAL STEW	Fancy Lb.	65c
X-TRA TRIM VEAL VEAL RUMP ROAST	Fancy Lb.	69c
X-TRA TRIM VEAL VEAL PIKES PEAK	Fancy Lb.	65c
X-TRA TRIM VEAL BONELESS ROAST	Fancy Lb.	65c
NEUHOFF PREFERRED ALL MEAT FRANKS	Lb.	55c
NEUHOFF PREFERRED SLICED BACON	Lb.	75c

CHICKEN - BEEF - TURKEY HOLIDAY POT PIES	8 Oz. 5 For	1.00
LOBSTER TAILS	10 1/2 Oz.	99c
FRESH SHORE BREADED SHRIMP	2 Lbs.	1.89
KROGER SLICED WISCONSIN CHEESE	8 Oz. Pkg.	29c
AMERICAN - PIMENTO - SWISS - BRICK		
WISCONSIN MED. LONGHORN CHEESE	10 Oz. Pkg.	39c

Locker or Freezer Specials		
All meat custom cut and wrapped fresh.		
FANCY VEAL SIDES	90 to 125 Lbs.	Lb. 55c
FANCY VEAL HINDQUARTERS	40 to 60 Lbs.	Lb. 59c
FANCY VEAL FOREQUARTERS	40 to 60 Lbs.	Lb. 49c

FRESH CORN GOLDEN

**6 Ears 29c**

**LETTUCE** LARGE CRISP HEADS **2 For 29c**  
**CANTALOUPE** LB. **17c** **WHITE ONIONS** 3 Lbs. **25c**



PICKED AT THE PEAK OF PERFECTION

**CLIP THIS VALUABLE COUPON**

**Anniversary Special  
THIS COUPON GOOD FOR**

**FREE! FREE! FREE! 50 S&H GREEN STAMPS**  
ONE COUPON PER ADULT CUSTOMER  
COUPON EXPIRES SAT. MAY 3



# Hope Star Classified Ads

ADS MUST BE IN OFFICE DAY BEFORE PUBLICATION — PHONE 7-3431 FOR AD TAKER

## WANT AD RATES

All want ads are payable in advance but ads will be accepted over the telephone and accommodation accounts allowed with the understanding the account is payable when statement is rendered.

Number of Lines	One Day	Three Days	One Week	One Month
Up to 15	.45	.90	1.50	4.50
16 to 20	.60	1.20	2.00	6.00
21 to 25	.75	1.50	2.50	7.50
26 to 30	.90	1.80	3.00	9.00
31 to 35	1.05	2.10	3.50	10.50
36 to 40	1.20	2.40	4.00	12.00
41 to 45	1.35	2.70	4.50	13.50
46 to 50	1.50	3.00	5.00	15.00

## CLASSIFIED DISPLAY

Rates quoted above are for consecutive insertions. Irregular or skip-date ads will take the one-day rate. All daily classified advertising copy will be accepted until 5 p. m. for publication the following day. The publishers reserve the right to revise or edit all advertisements offered for publication and to reject any objectionable advertising submitted. Initials of one or more letters, groups of figures such as house or telephone numbers count as one word. The Hope Star will not be responsible for errors in want ads unless errors are called to our attention after FIRST insertion of ad and then for ONLY the ONE incorrect insertion.

PHONE: PROSPECT 7-3431

## Hope Star

Star of Hope 1899; Press 1927 Consolidated January 18, 1929

Publisher every weekday afternoon by STAR PUBLISHING CO.

C. F. Palmer, President

Alex. H. Washburn, Secy-Treas.

212-14 South Walnut Street

Hope, Arkansas

Alex. H. Washburn, Editor & Publisher

Paul H. Jones, Managing Editor

Dan Parker, Advertising Mgr.

George W. Hanner, Mach. Supt.

Entered as second class matter at the Post Office at Hope, Arkansas, under No. of March 3, 1897.

Member of the Audit Bureau of Circulations

Subscription Rates (payable in advance):

By carrier in Hope and neighboring

Per week 1.30

Per year 15.60

By mail in Hempstead, Nevada, Lafayette, Howard, and Miller counties

One month 1.85

Three months 5.55

One year 18.50

By mail elsewhere

One month 2.30

Three months 6.90

One year 20.70

Not Advertising Representatives:

Advisory: 1602 Sterick Bldg., Memphis 2, Tenn.; 505 Texas Bank Bldg., Dallas 2, Texas; 360 N. Michigan Ave., Chicago 1, Ill.; 60 E. 42d St., New York 17, N. Y.; 1763 Pennsylvania Bldg., Detroit 2, Mich.; Terminal Bldg., Oklahoma City 2, Okla.

Member of The Associated Press: The Associated Press is entitled exclusively to the use for republication of all the local news printed in this newspaper, as well as all AP news dispatches.

The ALL-NEW

ROAD KING

tomorrow—Kia

everywhere

209 S. Elm

Phone 7-5800

JAMES McLARTY GARAGE

GOT A SWEET TOOTH?

Call or Come By

MILDRED'S PASTRIES

E. 2nd St. Phone 7-2471

HUNGRY?

For Good Old Fashioned

HICKORY BAR-B-QUE

SPARE RIBS

DAIRY DINER

Open 11:10 p. m. Each Night

WANTED TO BUY

Pine Pulpwood by Truck Load

Cut in woods or otherwise.

HAROLD HENDRIX

Phone 7-4521

10th & Louisiana, Hope, Ark.

CROWN WESTERN SHARES

of Diversified Income Fund

Prospectus available from

M. S. BATES

AGENT

Hope, Ark. Phone 4484

Herndon-Cornelius

Funeral Home and Burial

Association

Ambulance Service

Two-Way Radio, Oxygen,

Air Conditioned

Phone RR 7-5570

Local Moving and

Hauling Also

Packing and Crating

Agent for MAYFLOWER

Long Distance Moving

Hope Transfer Co.

418 East Division

Day Phone 7-4171

## Services Offered

LET US renovate your old mattress. We specialize in pressure-treated mattresses.

COBB MATTRESS SHOP

712 West 4th, Phone 7-2622

RALPH Montgomery Market, custom slaughtering. We have meat for your deep freeze. See us before buying.

17-17

HARMONS Refrigerator Service. Refrigerators, Air Conditioners, Washing Machines, Heating Systems. West Avenue B, Phone 7-3286.

17-17

RUGS and Carpets professionally cleaned with latest equipment. Wall to wall carpet cleaned on your floor. Call Hope Furniture Co., Phone 7-5505.

4-8-1m

ATTENTION: Poultry and Egg Growers, Children, Dairywomen and Individuals. Complete book-keeping service. Inez Tallaferra at Copeland Hardware Co. or IIII & Turley Insurance, Phone 7-2445, 7-2204 or 7-4544. 4-17-1 Mo.

"MOTHERS' DAY SPECIAL"

You buy one — we give one. Any size portrait. Special through May 4th.

SHIPLEY STUDIO, Phone 7-5811

4-2-1mo.

## For Sale

LATO Aluminum Window Screens doors and weather stripping. FREE estimate. Call Andy Andrews 7-5887.

18-1f

TWO tractors — Ford and Model 300 International. Hair and Col-lums, 3rd & Elm, home 7-6031.

4-24-1mo

BUY Iris Plants in Bloom. Come see them, priced reasonable. F. O. Middlebrooks, Columbus.

25-18tc

3 BEDROOM home, excellent location, lot, shades. Best bargain in town. Located on South Elm. Call C. L. Roberts, 7-2143.

28-6Up

ONE Boat with fiberglass bottom, 25 HP Evinrude motor with factory built trailer. Complete for \$625.00, will finance 60% or better. Tol-E-Tex Oil Co.

29-6tc

OVER 1,000 Chrysanthemum plants. Priced to sell. Also canna's. The Arthur Gray Flower Gardens, Ozark.

29-6Up

## Notice

WE Buy — We Sell — We Rent

REAL ESTATE

R. D. FRANKLIN COMPANY

A. P. Deloney, Manager

Howard Collier, Salesman

27-1f

MOVING? Long Distance Call Collect 582. Free Estimates, Lower Rates.

Have Vans — Will Travel

PRESCOTT TRANSFER

STORAGE CO.

PRESCOTT, ARKANSAS

18-1f

HOPE now getting 11 p.m. edition of Arkansas Gazette. For subscription call Bud White, Phone 7-3634.

4-8-1m

DON'T feed the moths. Use Berolou Molyguard and their exclusive, safe, 5 year guarantee. Hope Furniture Company.

4-24-1mo.

## Wanted to Buy

CATTLE all kinds. See Grady Williams at E. M. McWilliams, Real Estate Co., 1201 East Third St. Day Phone 7-3221, night Phone 7-4644.

18-1f

## Help Wanted

SOMEONE to work on Poultry Farm. Contact G. G. Cleveland, Rocky Mount Road.

30-3tc

## For Rent

EXCELLENT downtown business property location at 3rd and Walnut available. Presently occupied by Nunn-Pentecost. Contact Talbot Field Jr., Phone 7-4509.

19-12tp

FURNISHED apartment, also bedroom with private bath. Adults only. 1002 East 3rd.

30-1f

FURNISHED or unfurnished two bedroom air conditioned apartment. Adults only, no drinking. 801 East Third.

5-1-1f

## Lost and Found

BLACK hound, owner identity and pay for ad. Call 7-6002 after 7 p.m.

30-2tc

## For Sale or Trade

6 ROOM home on large shady lot. Located at 103 East 14th. Shown by appointment only. Phone 7-2145.

30-6Up

## ANNOUNCEMENT

I have purchased the Lion Station at Third and Elm Streets and invite my friends to visit me.

TED FURTE

Phone 7-9931

Hope, Ark.

15 CUB. FT.

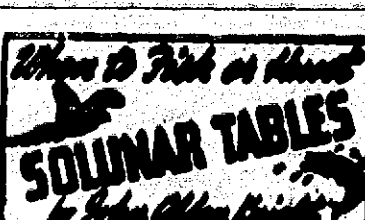
CHEST FREEZER

Holds 225 lbs. Food

119 down — 1st payment June 1st

MONTGOMERY WARD

Balance Sales Office 210 S. Main



The schedule of Solar Periods, as printed below, has been taken from John Alden Knight's Solar Tables. Plan your days so that you will be fishing in good territory or hunting in good cover during these times. If you wish to find the best sport that each day has to offer.

The Major Periods are shown in boldface type. These begin at the times shown and last for an hour and a half or two hours thereafter. The Minor Periods, shown in regular type, are of somewhat shorter duration.

A. M. P. M.

Day Minor Major Minor Major

Friday 4:25 10:35 4:50 11:05

Saturday 5:25 11:35 6:50

Sunday 6:25 12:05 6:50 12:35

## The Negro Community

Editor Hilda

Phone 7-4478 or 7-4474

Thought for the Day

If a proud man makes me keep my distance, the comfort is that he keeps his at the same time — Swift.

Calendar of Events

Plan now to hear the Dixie Humming Birds, nationally known radio and recording artists. Sunday, May 4 at 3 p.m. at BeBee Memorial CME Church. Tickets may be obtained from members of the church Hicks Funeral Home, Essie's, Modern and Unique Beauty Shops.

What's Happening in Washington

Mrs. Mamie Wade left Saturday for Dallas where she will be the guest of Mr. and Mrs. D. C. Day.

Mr. and Mrs. Anderson Jefferson, Mrs. Daisy Hindman and Steve Green motored to Wright City, Okla. Sunday.

Mrs. Pinkie L. White left Sunday for Milwaukee, Wis. after having visited relatives and friends here.

Mr. and Mrs. Jerome Cheatham of Ashdown were Sunday guests in the home of his mother, Mrs. Myrtle Cheatham.

## Standings

Major League Results

By UNITED PRESS

American League

Kansas City 025 200 002—11 11 0

Boston 010 100 002—4 83

Garver (3-0) and House, Chitt (3).

Brewer, Schroll (3), Porterfield (6), Susee (9) and White.

Loser—Brewer (1-2), HR—Cerv 2 (5th) and 6th, Williams (3rd).

Detroit 110 002 330—10 14 0

New York 001 000 000—1 7 2

Lary (1-2) and Wilson, Ford, Dittmar (8), Grim (9) and Berra.

Loser—Ford (1-2).

Chicago 010 000 001—2 6 0

Baltimore 900 201 003—3 7 3

Wynn, Staley (7) and Lollar.

Harshman, Pappas (8), Zuverink (7) and Triandos. Winner—Harshman (3-0), Loser—Wynn (1-2).

Cleveland 100 000 100—2 50

Washington 000 101 001—3 6 1

Score, Mossi (9) and Nixon. Rarinos, Cleveland (9) and Courtney.

Winner—Cleveland (2-0), Loser—Score (2-2).

National League

Philadelphia 000 000 010—1 6 1

San Fran. 020 006 203—10 12 0

Roberts, R. Miller (16), Morehead (8), Gray (8) and Lopata.

Antonelli (2-1) and Schmidt, Loser—Antonelli (2-1) and Schmidt, Loser—Roberts (1-2), HR—Schmidt (2nd), Cepeda (4th), Davenport (1st), Spencer (4th).

Milwaukee 001 00 001—2 5 1

Chicago 004 002 203—8 7 2

Buhl, Jay (5), Willey (7), Robinson (8) and Rice, Brosnan (2-2) and S. Taylor, Loser—Buhl (3-1), HR—S. Taylor (5th), Banks 2 (4th and 5th), Walls (8th), (10 innings).

St. Louis 300 000 002 0—4 7 1

Cincinnati 300 010 000 1—5 9 1

L. McDaniel, Martin (7) and Matt. Nushall, Acker (1), Jeffcoat (10) and Bailey. Winner—Jeffcoat (2-0), Loser—Martin (1-1), HR—Robinson 2 (1 and 2nd), Green (3rd).

Pittsburgh 000 100 020—13 50

Los Angeles 000 100 000—1 3 1

King (1-2) and Foley, Drysdale, Roebuck (9) and Walker, Loser—Drysdale (4th), HR—Thimas (3rd).

Major League Leaders

By UNITED PRESS

National League

## Political Announcements

The Star is authorized to announce that the following are candidates for public office subject to action of the Democratic election in July and August:

For County Judge

U. O. GARRETT

ORIE C. BYERS

For County Clerk

J. D. (DICK) TURNAGE

ARTHUR ANDERSON

For Treasurer

HARRY HAWTHORNE

MRS. C. C. McNEILL

For Sheriff

JIMMIE COOK

DEWEY HENDRIX

ARNOLD J. MIDDLEBROOKS

JIMMIE GRIFFIN

For State Senate

(7th Senatorial Dist.)

OLEN HENDRIX

H. M. "OLIE" OLSEN

For Tax Assessor

MRS. W. I. STROUD



**BUY THE "Freshest Eggs In Town"**  
From  
**HAROLD STEPHENS' Land-O-Lakes Farm**  
Blowing, Ark.  
At Your Favorite Grocers

**AUTOMATIC TUNING**  
Hi-Fidelity Sound System  
Was \$299.95 — Now \$219.95  
\$10.00 down — Easy Payments  
**MONTGOMERY WARD**  
Catalog Sales Office 212 S. Main

**Make Reducing A Delight**  
**sauffer**  
**HOMER REDUCING PLAN**  
Buy it for \$14.95 Monthly  
**Marcelle's Beauty Salon**  
114 E. 2nd Ph. 7-2776

**HILL & TARPLEY**  
**INSURANCE**  
"Your Protection Is Our Business"  
**REAL ESTATE — LOANS**  
214 E. 3rd Phone 7-2264  
Frank Hill — Elbert Tarpley

**MATTRESSES**  
Rebuilt or Made Into Inner-spring. Work Guaranteed.  
One Day Service  
**DAVIS**  
**Furniture & Mattress Co.**  
117 So. Elm Ph. 7-3212

**FRAN'S DANCE STUDIO**  
Adults and Teen Aged  
Group or Private Instruction  
Ballroom Only — PR 7-4335

**Ward's Annual BLANKET SALE**  
Just in time for Mother's Day, Graduation and June Brides.  
50c down holds purchase until November — 6 mos. to pay.  
**MONTGOMERY WARD**  
Catalog Sales Office 212 S. Main

**AWNINGS**  
CANVASS or METAL  
Manufacture Venetian Blinds  
Renovate Old Blinds  
Repair — Retape — Repaint  
**RUG CLEANING**  
For estimates — Call or Write  
**COOPER-BLANKENSHIP**  
(formerly Riley-Cooper)  
1615 Texas Ave. Ph. 32-1841  
TEXARKANA, TEXAS

In case of illness or Accident, Call an...  
**Oakcrest Ambulance**  
• Air Conditioned  
• Oxygen Equipped  
Dial PRospect 7-2123  
**Oakcrest Chapel** Inc.  
300 E. Second Hope, Ark.

Give her a...  
**GIFT CERTIFICATE**  
For Mother's Day  
**DIANE'S BEAUTY SALON**  
Phone 7-3118 204 S. MAIN  
EDITH — DIANE

**Mother's Day**  
— Send HER A GIBSON Mother's Day Card —  
From  
**Jacks News Stand**  
Hope, Ark.

**MEMORIALS IN BRONZE**  
Provides Sculptural Beauty, and a Permanent Record at Moderate Cost.  
Contact Salesmen:  
**TERRELLS CORNELIUS**  
7-2513 — 7-2227  
**BINFORD McRAE**  
7-4818

**MEMORY GARDENS**  
Perpetual Care Cemetery  
Hope, Ark.

**OPEN UNTIL 9 P.M.**  
**THURS. FRI. SAT.**  
**See Our New And Used Cars**  
**HOPE AUTO CO.**  
"Your Ford Dealer"

# In the Dog House

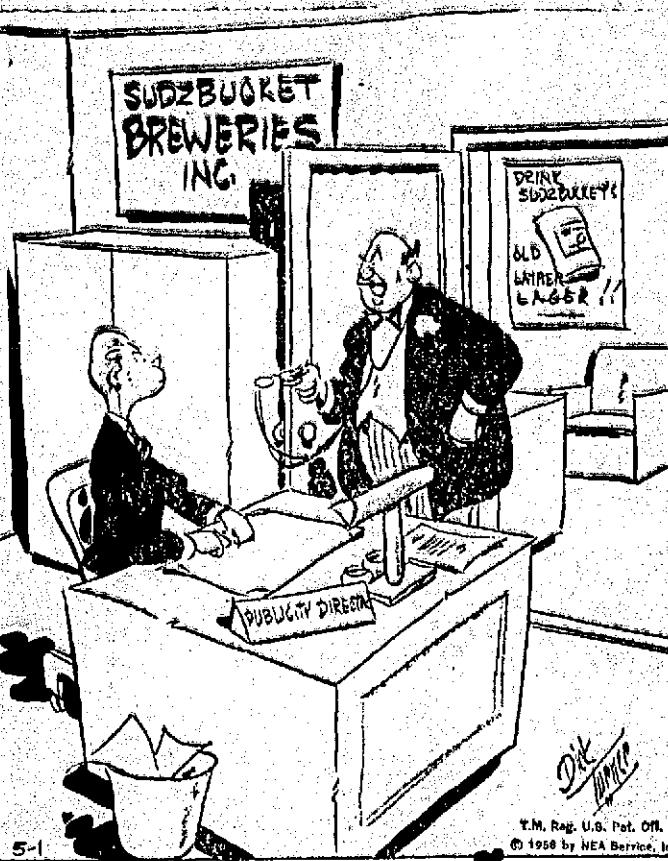
**ACROSS**  
1 Round  
7 Diamond  
13 Standards of perfection  
14 Arabian  
15 Diadem  
16 Falls to hit  
17 Pewter coin  
18 Carpentary term  
20 City in the Netherlands  
21 Growing out  
22 Irony  
23 Regard highly  
31 Frosted  
32 Get up  
33 Galt meat  
34 Scottish  
35 Take into custody  
38 Indian conical  
40 40  
42 Hawaiian  
43 Natural fat  
44 Little (Fr.)  
49 Retardate  
51 Small candle  
53 Thirty (Fr.)  
54 Everlasting (poet.)  
55 Amphibian  
56 Raved  
**DOWN**  
1 Life (Latin)  
2 Redact  
3 Tidy  
4 Persian gateway  
**TIZZY**

# Answer to Previous Puzzle

Click-beetle  
Hebrew  
Reduce in rank  
Chemical compounds  
Not elsewhere specified (ab.)  
From himself (law)  
Angered  
Essential being  
Symbol for sodium  
Polynesian gesture dance  
Genus of maples  
Rip  
Indolent  
Share  
"Emerald Isle"  
Domestic slave  
Disorder  
Perspires  
Savory  
Seesaw  
Printing mistakes  
Size of shot  
Crafts  
Green (her.)  
Mimicker  
Satire  
Sea eagle  
Employed  
Mariner's direction  
Writing implement

# CARNIVAL

By Dick Turner



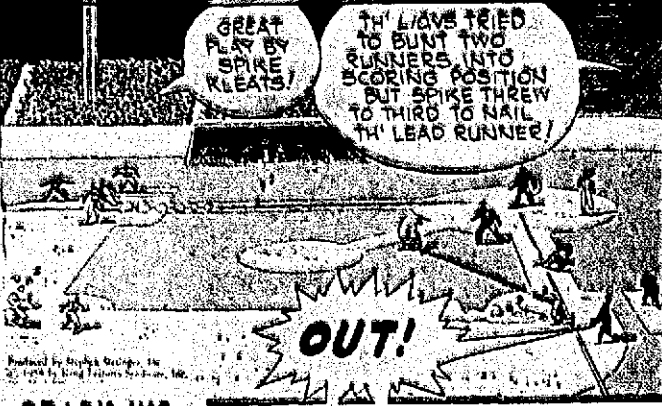
"Tell the public we're cooperating in the campaign to make our roadsides more attractive! We're putting out better-looking cans!"

# SWEETIE PIE

By Nadine Seltzer



"How about running Shultz through?"



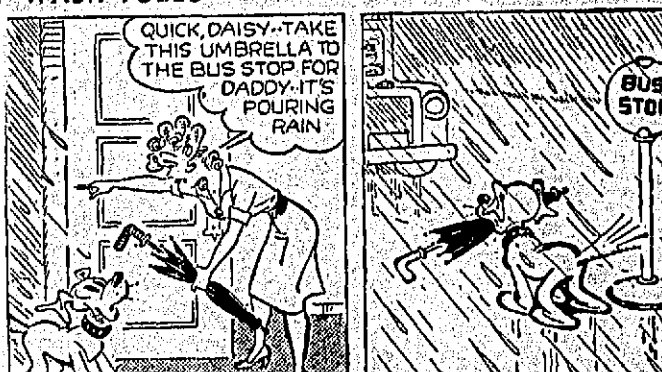
# OZARK IKE



# ALLEY OOP



# WASH TUBS



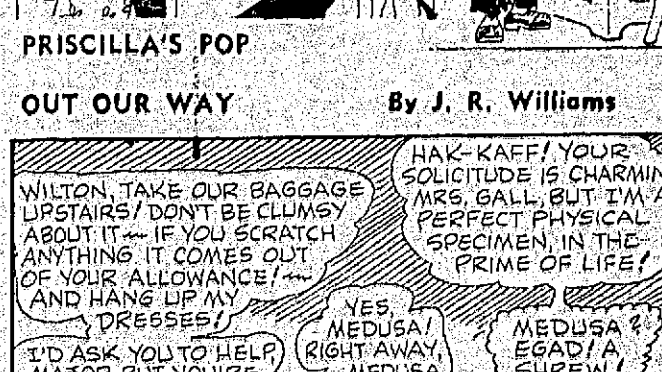
# BLONDIE



# BOOTS AND HER BUDDIES



# PRISCILLA'S POP



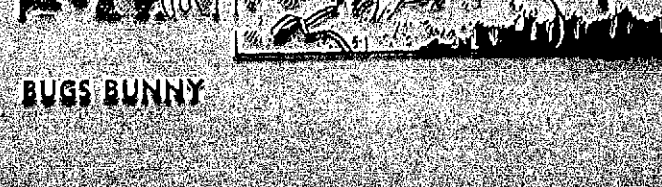
# OUT OUR WAY



# OUR BOARDING HOUSE



# BUGS BUNNY



# OZARK IKE



# ALLEY OOP



# WASH TUBS



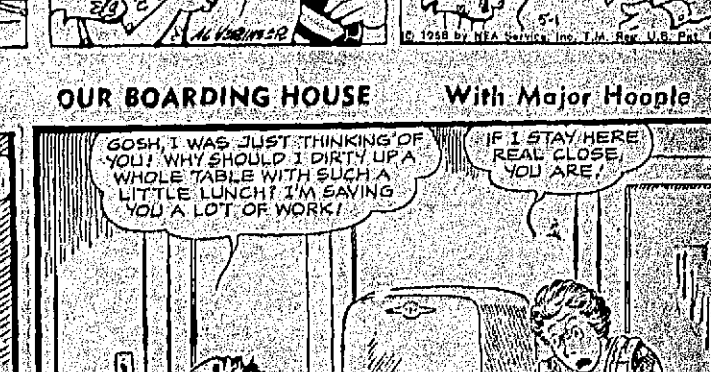
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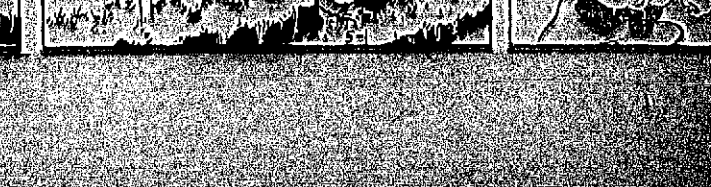
# OUT OUR WAY



# OUR BOARDING HOUSE



# BUGS BUNNY



# Dresses



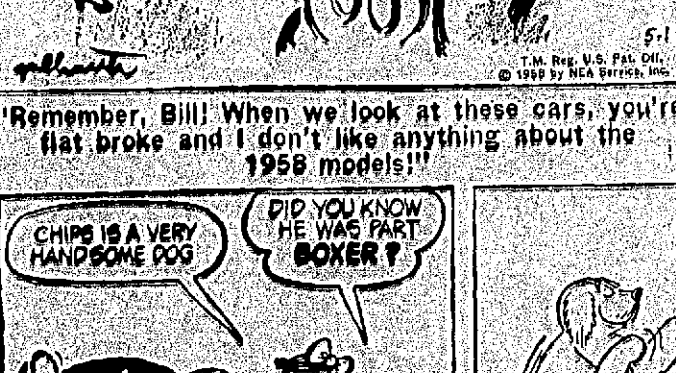
# SIDE GLANCES



# THAT'LL STOP 'EM



# CHIPS IS A VERY HANDSOME DOG



# DID YOU KNOW HE WAS PART BOXER?



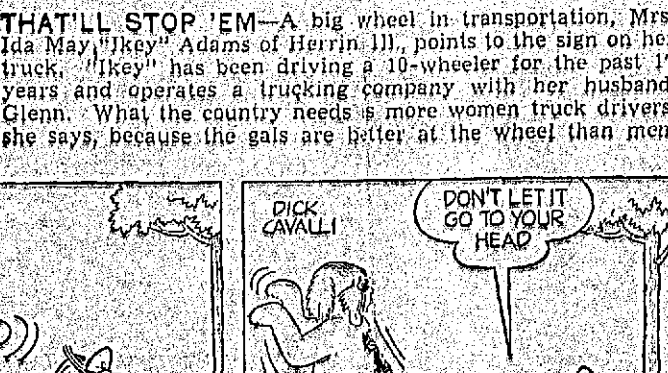
# MORTY MEKLE



# CAUTION WOMAN DRIVER



# THAT'LL STOP 'EM



# CHIPS IS A VERY HANDSOME DOG



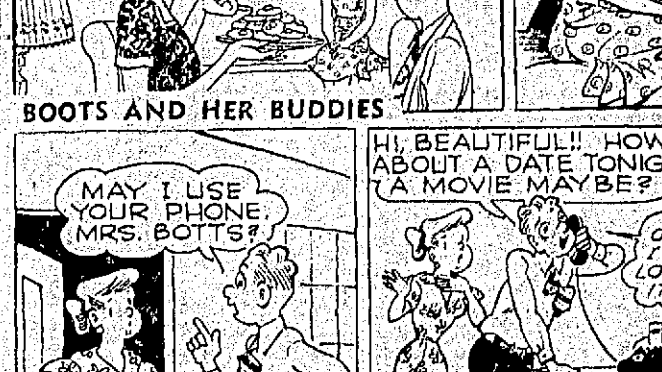
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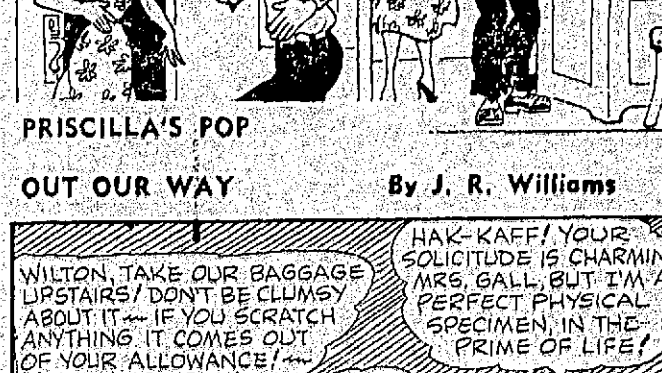
# Dresses



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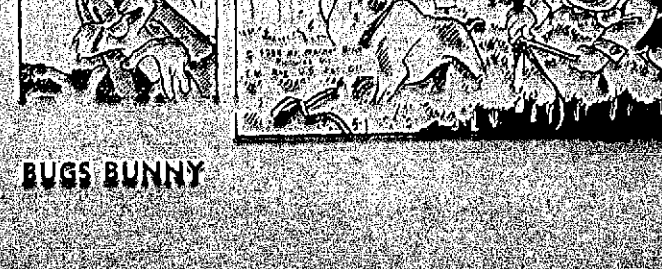
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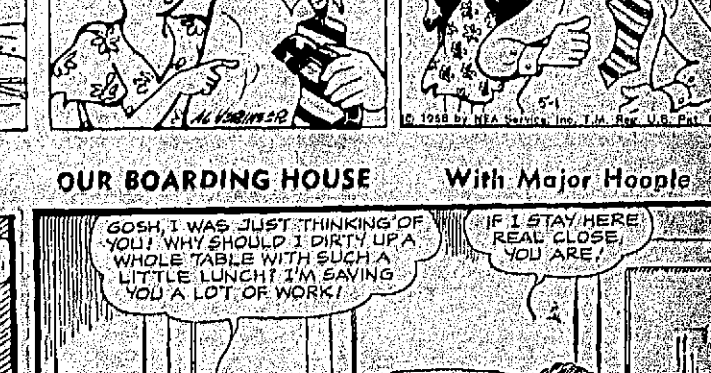
# Dresses



# SIDE GLANCES



# THAT'LL STOP 'EM



# CHIPS IS A VERY HANDSOME DOG



# DID YOU KNOW HE WAS PART BOXER?



# MORTY MEKLE







## HERE ARE THE KEYS to America's Prosperity ... and OUR AREA, Too!

From May 1 to 10, car dealers in Texarkana, Hot Springs, El Dorado, Camden, Hope and Magnolia are making a special effort to show you the many new features of 1958 automobiles -- and they're offering many inducements to get you to buy one!

Old fashioned sales efforts like these are truly encouraging signs on the business horizon. The progressive, forward looking dealers are not content to wait for business to get better, they're **DOING** something to **MAKE** things better.

For each of us, the keys to a 1958 Automobile are the keys to America's prosperity. As the auto industry goes--so goes the nation. This is true, too, for the great area in which this special event is now underway because the automotive businesses and other businesses who are connected with it represent a major section of the economy of our communities.

If you have any idea of buying a car this year--or next year--consider well what your purchase of a new car from now until May 10 can mean to your community--your neighbor--and your job too. Buying makes jobs--and buying a new car makes a lot of jobs right in your community.



# STARTS TODAY!

in HOPE, CAMDEN, TEXARKANA,  
HOT SPRINGS, EL-DORADO and MAGNOLIA

**A GIANT SIZE SELL .. A .. BRATION Featuring  
BIG PRICE REDUCTIONS, SPECIAL TERMS and  
A HOST OF BIG ADVANTAGES For The Buyer!**



## Sale-O-Rama of Automobiles Starts Here

### Here Is Action

In this issue you see crusading, constructive action of America's automobile manufacturers and their associates in our own communities.

Here you see the "opening guns" of the attack on the problem of a so-called recession with its more serious psychological effects which slow down the normal buying of the average person.

With the sound perception of clear thinking business men, the automobile dealers are undertaking a dynamic and unified sales effort to stimulate the sale of cars during the next ten days — with the full support of the industry — in an area which encompasses half a state and portions of two others.

In spite of reasons for the current recession talk and variously interpreted employment and business statistics, this important group of men in our economic life realize savings deposits are at an all time high in our area, many thousands are employed at the highest earning rate in our history, and that there are countless other indications business can be much better.

People have money to spend! They must be influenced to do so by strong, intelligent and honest selling. They must be reminded emphatically "spending means jobs" — a proven fact which applies to everyone.

Yes, we commend the automotive industry and its dealers for action — constructive action which every businessman and every individual may well follow to his country's, his state's, his community's and his own benefit.

### Women Are the Real Factors Behind New Car Purchases

It's a common fact around kitchens today that the American male is three-fourths gone, and because of that the "little wife" nods smilingly as her husband proudly tells the neighbor about "the new car I just bought!"

But that silent smile carries a glaring message. "Ha," it says. "Little do men know — or admit — that the modern automobile has been geared to the tastes of women."

This was not so in the early days of car manufacturing. . . I remember vividly a dark night when my grandfather, all smiles and puffed-up pride, arrived with a clatter that sent "Minnie" flying out of the house screaming. "The bats are loose again!" (The bats were the bane of our existence for each day they roosted in our chimney and sometimes ventured into the living room!)

When she realized the commotion was Granddad's new car, she called it "a monstrous!" My uncle, mildly drawn, "It's a bat all right — a bat out of Hades!" And the first of our family cars kept that nickname.

"The bat out of Hades" never did win my grandmother's approval, so the next time our family decided to buy a car, she went along to help select it.

The next car was quieter. I remember it well because I was just old enough to stand in the center of the front seat and let my head bump against the light in the top.

This car was of a larger breed, with wide running boards and curvy fenders. Since "Minnie" had become accustomed to riding in the "mechanical monster," the whole family was now piled into the car on Sunday afternoons, stuffed in with picnic baskets, and driven into the cool Arkansas forests for an outing.

Color choice in those early days was limited to say the least. If your car was not black or brown, it was green or gray. Ours was black, and it took the twisting Arkansas hill-country at a very leisurely pace.

It's fortunate we were never anxious to get anywhere, for every few miles, on the steep hills, it was necessary for us to stop said water from roadside streams, then wait for the steam to clear away before we resumed the journey.

Best of all our family's vehicles was a rough and rugged little truck we bought when we moved to the deserts and mountains of Colorado.

All sorts of camping equipment was piled into that demon on four wheels. It was in that little truck that I learned to drive. The desert was a perfect practice field, and as a result of my attempts to "shift gears and let out the clutch" without killing the motor I was responsible for several gulls and arrows that did not exist when we invaded the Colorado territory.

I remember my Uncle George driving me high up in the mountains one Christmas day so I could try my new Christmas sled. Even with chains the truck couldn't grip the icy roads, and for no long seconds (an eternity to us) we bounced backwards down the steep mountainside. George didn't make a curve and we disappeared into a snowbank, unscathed but scared stiff.

But now the spirit of adventure has come out of driving and mothers demand that their cars and Continued on Page Thirteen

### 21 Counties Participating In Sale-o-Rama

Twenty-one counties are participating in the big automotive sales effort called Sale-O-Rama, which begins today. They are:

In Arkansas — Ouachita, Union, Calhoun, Columbia, Hempstead, Howard, Nevada, Hot Springs, Montgomery, Lafayette, Miller, Little River, Sevier, Dallas and Garland counties.

In Texas — Bowie, Cass, Camp, Morris, Red River counties.

Oklahoma — McCurtain County.

### Car Industry Plans Ahead With Research

Research is a billion-dollar key to the automotive industry's future.

David J. Wilkie, writing for the According to this AP dispatch, the industry has invested that much or more in research that in a half-century has developed the automobile from a motorized contraption to one "where tolerances of one ten thousandth of an inch and surface depths of millionths of an inch are commonplace measurements."

According to his AP dispatch, General Motors has its huge Technical Center north of Detroit, housing the research staff, styling, engineering staff, manufacturing development and a service section. Ford has its Research and Engineering Center, one of the largest of its kind in the industry, in nearby Dearborn. Chrysler houses its research laboratories in the Chrysler Engineering Center in Detroit, with additional leased floor space devoted to studies of automotive gas turbines and piston engines.

Just about everything that goes into next year's cars as well as models that may not appear on the road for another decade is studied and developed in the industries facilities.

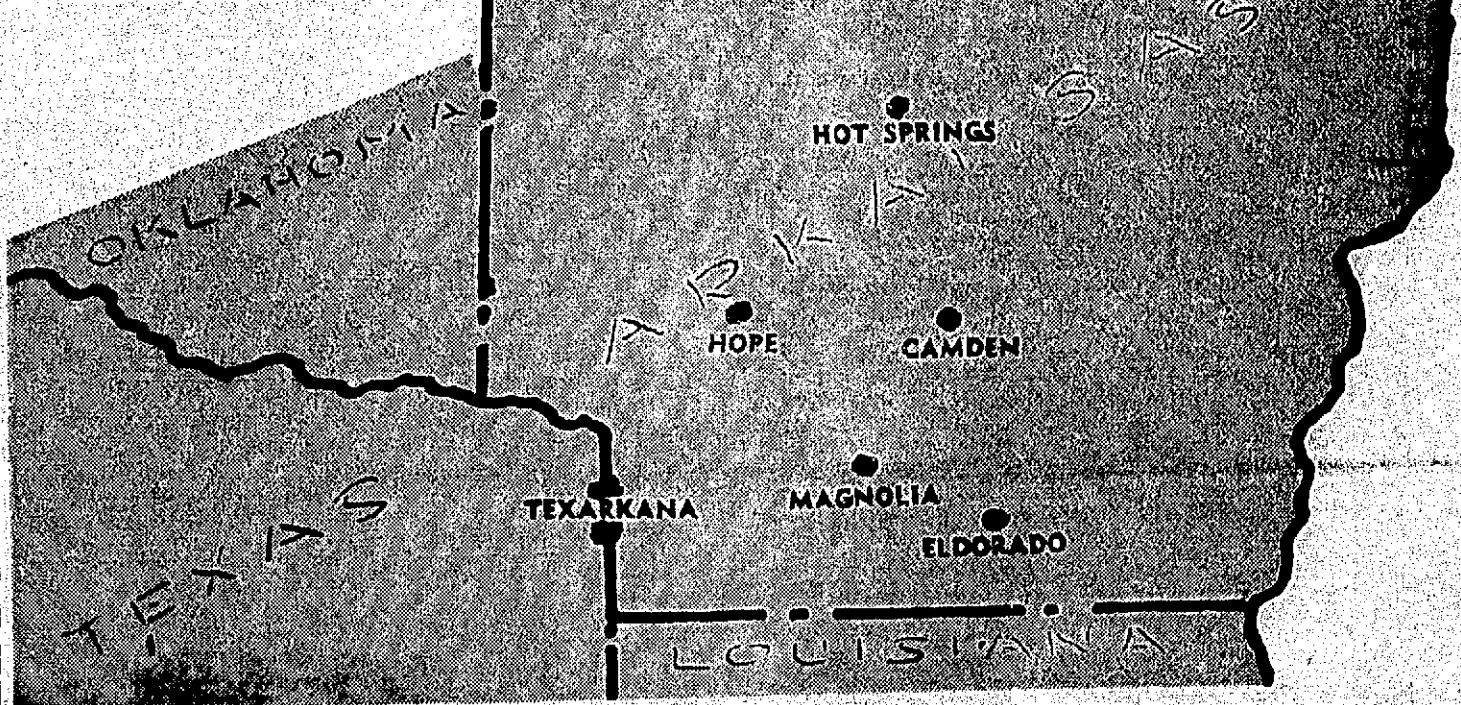
No matter what the problem may be — development of a gas turbine or free piston engine or improving paint and plating quality, styling a new automobile and testing its upholstery, perfecting a better suspension system, improving the motorist's comfort or promoting greater safety and economy — it goes through the research and engineering facility.

Although the end product still is only a speck on the horizon, Chrysler engineers using electronic computers are studying problems connected with an electronically controlled automobile. With the analog computer they are able to determine how new designs react to any given road condition before the actual parts are even manufactured or mechanically tested.

There is little in automotive research that is being conducted by one company that is not being duplicated by another. But the work is not all automotive. At the Ford scientific laboratory, for instance, a great deal of medical equipment research is carried on. This is the development of devices for measuring and recording blood pressure fluctuations within the heart.

YOUR BEST  
Opportunity  
TO BUY A  
New 1958  
Model

Offered you by 65  
Dealers of this area  
and the auto-makers  
of America.



### Used Cars Big Item to Auto Dealers

If automobile retailers sell six million or more new cars this year, nearly 5 million used cars will also be sold.

These figures on used car sales show the importance of the used car market in the overall economy. There must be a market for disposing of used cars if there is to be any sizeable new car market. The car manufacturers know this. The average automobile owner counts on an allowance for his used car in order to pay for a new one.

Most new cars sales are made with a trade-in, not merely because the car owner wants to realize the cash value of his older car, but because he cannot buy a new one if he does not cash in the used car.

But there is more to the story than just the fact that a market has been established where a car owner can dispose of a used vehicle. Millions of Americans never buy anything but used cars simply because that is all they can afford.

In prosperous periods the new car market draws many buyers from the used car market, but in less favorable times — or when car prices shoot up — many buyers move down to the lower price ranges.

The low price area takes some buyers from the medium price range, but loses as many to the used car market. And, as many as it loses, it reaches into Southeast Oklahoma and reaches into Southwestern Texas and into the heart of Arkansas. Some will new and used cars, they cite the "key man" in Sale-O-Rama, television and listen to radios. They know more about cars how to present that knowledge in call. He may hit, and he may the dealer who sold it to him, opportunities wherever they come best salesmen in this area never forget this obligation to the customer, and that is why their dealers are often told by customers, "I like to do business with you."

man between the customer who

CAR RADIOS

An estimated 92 per cent of all the cars on the road have by far the most popular piece of equipment, car radios in them as standard equipment.



### Car Dealers to Unite in a Big Sales Drive

The biggest united sales effort ever undertaken in the 21-county area that covers South Arkansas and reaches into Southeast Oklahoma and Northeast Texas begins today. Sale-O-Rama will run for the next 10 days.

Sixty-five car dealers and the United States' automobile manufacturers are peeling their resources to offer the 480,000 people in the tri-state area special prices, special terms, and many other advantages to induce them to buy the 1958 models.

Sale-O-Rama's purpose is to restore consumer confidence and bolster the area's economy against the talk of business recession.

Every dealer will be trying to put across the story of his industry's value to the economy while at the same time demonstrating as many new cars as he can, offering every automobile buyer the best possible arrangement on prices, appraisals and financing terms, and selling all of the cars he can.

The 65 dealers' 1051 employees will be assisting them in this big car selling plan.

Many of the agencies will be open until 10, every night to accommodate the people who come into their showrooms. Some will offer a registration prize to encourage volume traffic in their showrooms. Others will go all out in a number of other ways to put over the selling program.

Sale-O-Rama is being undertaken with the knowledge that concerted sales efforts of this type have spurred business elsewhere and set off a wave of buying. The dealers in this area look to it for a shot-in-the-arm not only for their own industry but for the area's economy as well.

As for stimulating the sale of new and used cars, the old record of Cleveland where, by the same kind of intensive sales effort, as opens here today, more than 7000 new and used cars were sold in one week above the combined sales of the previous three weeks.

The President has said that more consumer buying will bring the nation out of the so-called recession and a wit recently advised that "If you are going to buy, you 'auto' buy now."

It is reported that one job in every six in this country is tied directly to the manufacture and sale of automobiles.

One big automobile manufacturer, General Motors' Edward T. Ragsdale, said that every time anyone buys a new automobile in provides a month's employment for an automobile worker plus additional employment in allied industries.

Auto dealers often cite automobile insurance as an example of what the automotive industry has done for one field of business. Once a small but growing sideline with the major insurers, automobile insurance is now big business in itself.

### Retailers Are Salesmen of Old and New

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### Auto Salesman Has Key Role In Sales Drive

The automobile salesman is the key man in Sale-O-Rama Week, which opens today.

He is one of the men upon whose shoulders the nation's biggest industry and a great deal of its economy rests. He is the man thousands of people in Southwest Arkansas, Northeast Texas and Southeast Oklahoma will be hearing from this week.

In the highly competitive business of retailing cars from the many new-car sales agencies in this area, the typical auto salesman is a man who likes to sell cars. In most cases, cars are the only things he has ever sold because they are the only things he's ever wanted to sell.

A man who has been selling cars in this area for years says the best car salesman is the man who first made up his mind that he wanted to sell, then determined that it was cars he wanted to sell. Such a man throws his life into the job.

The typical salesman today is conferred with a greater challenge than ever before — selling an informed public. People read their newspapers and magazines, watch television and listen to radios. They now know more about cars than they ever knew before, and when they go to buy the auto salesman has got to prove that he knows even more.

The average car salesman in this area knows his product down to the kniest bolt, and he knows how to present that knowledge intelligently.

He is not an ordinary man. He reads all the sales manuals he can, then throws them away. He knows that people show disinclination to be fitted into groups and to stay there, so he handles each of them separately. He approaches his job objectively. He has a car to sell. He thinks it is the best car on the market. If he didn't think so, he would not be selling it.

But he is realistic. Anybody coming in to see him can get a good car in a dozen other places, and he knows it. His big job, then, is confidence. Confidence in him, in the car, in the firm. Confidence is something that pays off, then and in the future. If a buyer finds it, he is going to continue to buy that car, from that salesman and that agency.


This is the man who has sold the same make of automobile to the same buyer six or seven times. There are men in this area who have done that. They sell for the future as well as the present — their idea being that the new car delivered to a buyer today ought to be on two, three, maybe four years' basis of a repeat performance two, three, maybe four years hence.

As a rule, he keeps a sharp eye on his records of old customers, and when he figures one is about ready to buy again, he makes a call. He may hit, and he may miss. But if he does not hit, the man he tried to sell at least knows he is interested in his business. A good salesman knows the value of that. People have been known to walk out of a sales room because of the indifference they find there, and some have traded an old car for another make simply because the agency from whom they bought the old car had not bothered to try to sell him a new model. The alert salesman never lets this happen. Consequently, the average salesman in this area works more than 60 hours a week.

A certain amount of business comes from those who walk into the showroom, but a lot more comes from outside contacts. Some prospects come from customers who have bought cars. A satisfied customer, the salesman knows, is the best advertisement in the world. He shows his car to his friends, praises its performance and expresses his trust in the dealer who sold it to him. His confidence in the car and the agency inspires confidence in others.

The most successful salesman in the area are quick to grab opportunities wherever they come — during a coffee break, at a luncheon, or at a meeting. When they happen to meet somebody who is buying with the idea of buying a car, they try to find out if he has anything definite in mind.

Continued on Page Thirteen



STATE OF ARKANSAS  
OFFICE OF THE GOVERNOR  
LITTLE ROCK

May 1, 1958

TO THE PEOPLE OF SOUTH ARKANSAS:

I take pleasure in calling attention to the people of South Arkansas the efforts of the businessmen and the newspapers of that section of our state to generate confidence, improve the economy, and help the tide of employment through the promotion of a "Sale-O-Rama" week. The theme of this community-wide event is YOU AUTO BUY NOW. The dates are May 1st to May 10th.

It is well known that the automotive industry, with the cooperation of the newspapers, is taking the lead in combating recession psychology. The automotive industry is one of the major factors that contributes to our economy. As it prospers, so does the state and the nation.

Automotive sales represent a figure of \$50 billion in annual business nationally, and \$203 million in Arkansas. The value of automotive products produced annually for the industry (other than vehicles themselves) exceeds \$5.2 billion.

Special motor vehicle taxes that go to support city, county, state, and federal governments exceed \$8 billion annually.

The automotive industry purchases 42% of all sheet steel produced in this country.

One of every six businesses and one of every seven gainful workers in the United States are dependent for a livelihood on the manufacture, distribution, servicing, and use of motor vehicles.

More than likely, you are one of them. So, for your own sake, keep Arkansas business healthy. YOU AUTO BUY NOW!!!

Most sincerely,  
Orval E. Faubus  
GOVERNOR

### Buyer's Market Prevails in Cars, Dealer Profits Cut

Right after World War II, the automobile dealer was the envy of all other salesmen as his profits poured in from a big backlog of unfilled car orders. All he had to do was book orders from a long waiting list.

But with the return of the buyer's market came price competition, cutting into profits, and things are different now.

Dealer profits on sales before taxes averaged \$204 on each new unit in 1953. The following year they dropped to \$41, and in the first six months of 1957 they averaged \$68 on each new unit.

According to the National Automobile Dealers Association, the average new car dealer has \$108,400 invested in his business for buildings, lots, furniture, equipment and other facilities. His inventory investments are in addition to this sum.

Most retailers sell fewer than 100 new units each year, so their dealer clubs do a greater volume and have a far greater investment in their businesses.

The National Automobile Dealers

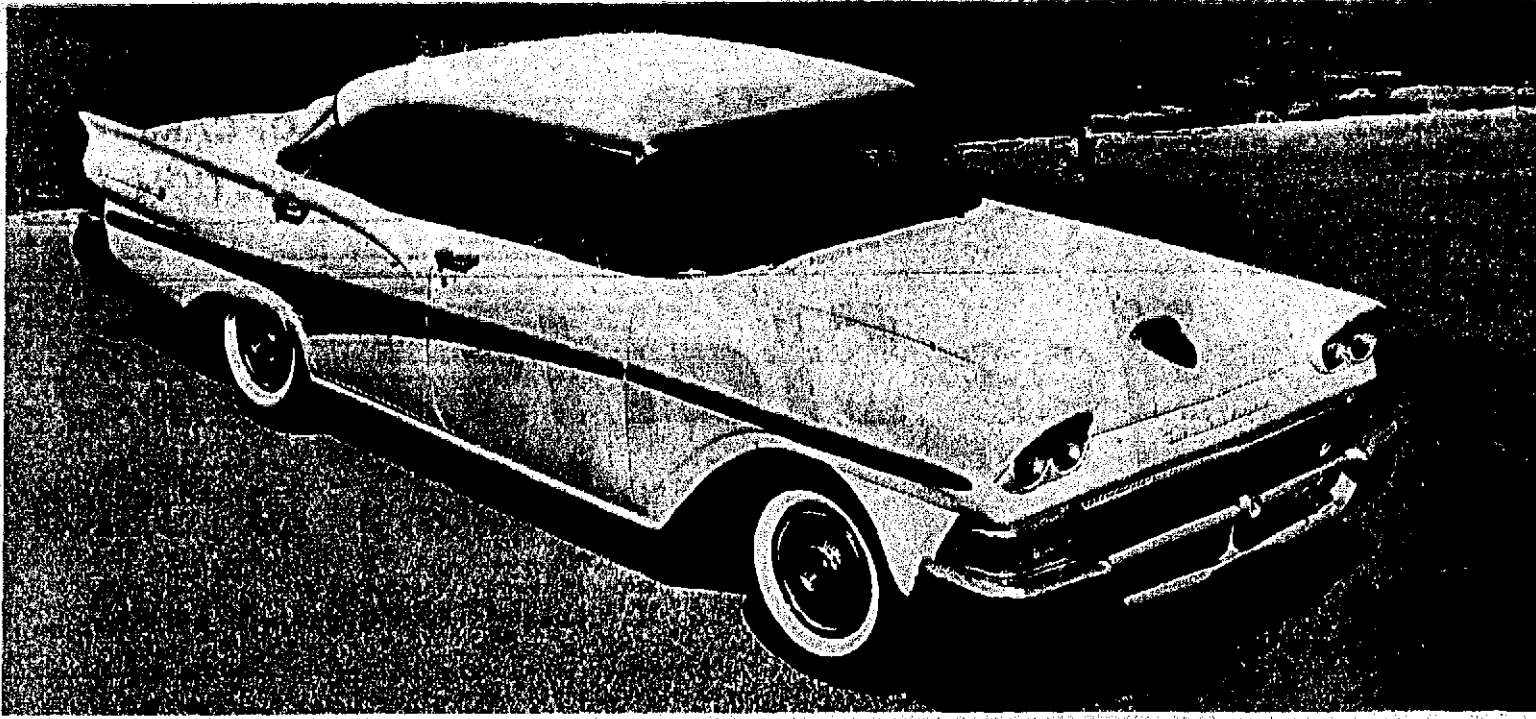
Association estimates the average dealer must spend \$677 per new unit retained annual to operate his business. This goes for salaries, commissions to salesmen, rent, heat, light, advertising, office expense and so on.

His sources of revenue are the sale of new and used cars, shop and repair services, parts and accessories, and in some cases, service station sales.

Most auto dealers expect little or no revenue from the used car operations. Over-allowing on many trade-ins, they sell them at wholesale price rather than recondition them for sale.

Minnesota is one of the top ranked in heavy-producing states of the Union.





NEW STYLING, new engines, new transmission and new air suspension are features of the 1958 Fords, such as the Fairlane 500 Town Sedan (above). Ford's new engines, teamed with new Cruise-O-Matic drive and low ratio rear axle, provide fuel savings up to

15 per cent. Cruise-O-Matic gives instant response and solid feel throughout all engine speeds. Optional Ford-Aire suspension gives driver and passengers a smooth level ride regardless of load conditions. Hope Auto Company in Hope is the Ford dealer.

## The Car Industry Spends \$1.5 Billion to Put Current Models on Market

It cost American automobile manufacturers about \$1½ billion dollars to put the 1958 models on the market.

That amount produced one new make, new models for two companies, and sweeping changes to a dozen other cars. Engineering changes and dramatic styling are not usual in an off year, but they were made for the 1958 models in anticipation of stiff competition in the industry.

Car makers developed more than 350 different models for the 1958 market. These ranged from convertibles through hardtops to station wagons.

Ford's Edsel series and General Motors' Chevrolet and Pontiac lines came purring into the competition as something wholly new, while Ford, Buick and Oldsmobile appeared with broad changes. The basic styling of Chrysler's lines, featuring the familiar dart and fin, was retained, but there were other changes in design and engineering advances in the 1958 models.

Although they are not emphasizing power and speed as production factors, the car manufacturers increased engine horsepower for the 1958 models.

The cars and their features are:

**EDSEL:** It has self-adjusting brakes; pushbutton automatic transmission controls installed in

center of steering wheel. Lower priced Ranger and Pacer models have 363 horsepower V8 engines. Upper medium priced Corsair and Citation have 345 horsepower engines. All have unusual grille design with vertically positioned oval in center. Gull wing rear lights.

**RAMBLER AMERICAN:** 100-inch wheelbase; lowered roof; sparingly trimmed. 90 horsepower L-head six-cylinder engine; small oval grille horizontally positioned; wraparound glass in rear. Automatic transmission optional at no extra cost.

**CHEVROLET** Four series: Bel Air, Impala, Biscayne and Delray. Impala in Bel Air series, but continued to sport coupe and convertible models. All units nine inches longer at 206 inches overall. Roof lines lowered 2½ inches; dual headlights; low flat hood unbroken by ornamentation. Rear fender lines sweep outward from body. "Sculpturamic" styling emphasizes new lines of front fenders. Five V8 and one six-cylinder engine. Optional at extra cost is air suspension with "level air" device that automatically maintains riding level regardless of load or load location.

**PONTIAC:** Lower, longer and wider; length increased as much

as 8.7 inches; width 2.2 inches; hood one inch lower. Dual twin headlights and rear lights; missile-type side moulding; low horizontal grille. Suspended brake and clutch pedal; new chassis frame; new coil suspension. Large engines with 16.5 to 1 compression ratio. Optional at extra cost: Non-slip differential, air suspension and fuel injection.

Outstanding changes by other makes include:

**BUICK:** New body shell; new multiple pitch turbine for automatic transmissions. Horizontally placed dual front and rear headlights. New grille. Also an entirely new luxury series called the Limited; eight inches longer overall than other Buicks. Air suspension optional at extra cost.

**OLDSMOBILE:** Four beam dual headlights; new body shell; new grille; rear lights in shape of deep "V" topped by round lens at rear of each fender. Air suspension optional at extra cost. A new carburetor and choke combination is designed to improve fuel economy.

**PLYMOUTH:** New grille; dual headlights; 54-inch height. Color separator. Rear lights in semaphores style on each fender end. Broader windshield curves into roof. Newly designed engine. Re-

tains basic fin and dart styling. **CHRYSLER:** Broader front and rear glass; new grille; directional signal light in grille. Engine newly designed to improve fuel economy. Auto Pilot and Sure Grip differential optional. Auto Pilot permits setting speed at any level to drive without using accelerator or as warning when the present top speed is reached.

**DE SOTA:** Basic fin and dart styling unchanged. Larger front and rear glass areas. Three horizontally placed rear red lights on each rear fender end.

**DODGE:** Retains 1957 model tail fins. Has so-called "Control Tower" windshield; new grille; dual headlights of equal size.

**IMPERIAL:** Massive bumpers; refined fin fenders; re-designed engine; "Control Tower" windshield and larger rear windows. Retains basic styling. Auto Pilot; electric door locks controlled from instrument panel and Sure Grip differential optional at extra cost.

**RAMBLER and RAMBLER AMBASSADOR:** Rambler has low and wide grille; flared tail fins chrome trim; tail lights mounted low in the fins in a housing flowing forward into rear fenders. Pushbutton control for automatic transmission; new and larger brakes. Retains 108-inch wheelbase. American Motors' Ambassadors, so-called "senior models," replace discontinued Hudson and Nash series. Dual headlights; new automatic transmission with pushbutton controls; transistor radio; rear fender flare outward with upper and rear edges covered with chrome moldings.

**STUDEBAKER:** New front and rear ends. Lower roof line; lowered silhouette. Dual headlights;

new grille. Modestly flaring rear fenders. One-piece drive shaft; 14-inch wheels. Twin Traction differential optional at extra cost.

**PACKARD:** Two new models in Packard Hawk and hardtop design. Sweeping cantilever rear fenders. Leather interior on Hawk model. Fibre-glass hood cover. Twin Traction differential optional at extra cost.

**MERCURY:** New model called the Park Lane. Quadri-beam headlights. Recessed hood stepping up to the cowl. Greater rear roof overhang with outrigger tail light. Self-adjusting brakes. Four engines range from 312 to 400 horsepower. Optional, extra cost equipment includes speed limit safety monitor, single knob air conditioning system and air cushion suspension.

**CONTINENTAL:** Called Mark III. Reverse slanted rear window power operated. All models unitized construction (chassis and top welded into single unit). Aluminum grille. All models longer and lower. New 375 horsepower engine.

**LINCOLN:** Utilized construction. Aluminum grille; dual 5-inch headlights. Five inches longer over-all. Lower silhouette.

**FORD:** Retains cantilever rear fender styling. New line of engines with "Cruise-O-Matic" drive. A new power train said to combine overdrive economy with automatic transmission efficiency. New safety dual headlights, corrosion proof anodized aluminum grille, lower dome hood, fluted roof, sculptured inverted-V deck lid, twin pod tail lights. Horsepower maximum of 300 on new V8 engine. Optional equipment includes air suspension.

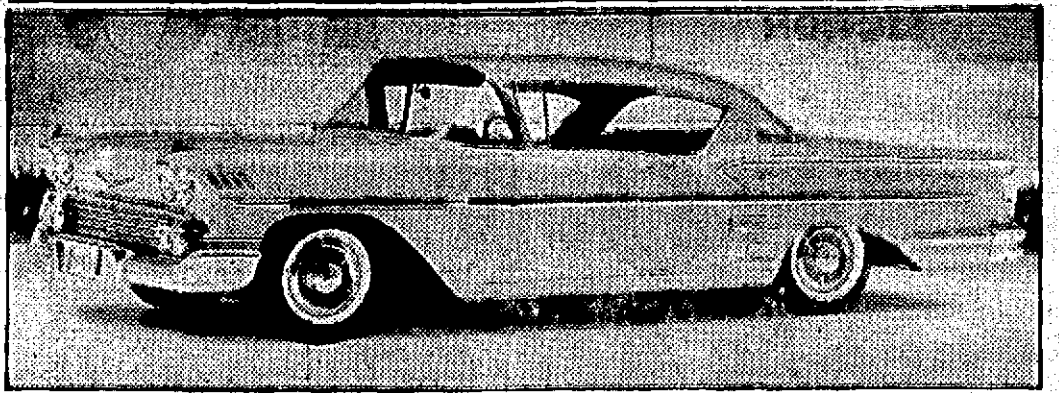
**CADILLAC:** New grille and front end; new rear quarter treatment; ventipanes on four-door models; new four-link suspension standard; air suspension optional extra cost; front fender 4 inches longer; horsepower up slightly; dual headlights and dual air intake on hood. New grille is of "projectile" type, with 80 to 90 individually installed projectiles about 1½ inches apart.

**WHITTAKER is Opposing Rep. Trimble**

**LITTLE ROCK (UP)—** Lee M. Whittaker of Fort Smith announced Tuesday for Third District Congressman, opposing veteran Rep. J. W. Trimble of Berryville and two other candidates in the July 29 Democratic primary.

Whittaker, 40, defeated for the post in 1948 and 1948, said he is after the job this time because "we've been without a Congressman in Fort Smith since 1948." He said Trimble is "a fine

## Tops in Luxury CHEVROLET INTRODUCES IMPALA



Chevrolet offers in its 1958 Bel Air series two interior luxury in the low-price field. A new Impala model, named after and strongly reminiscent of a "dream car" in the GM Motorama, systems are but a few of the many chassis this is the Impala sport coupe, distinctively styled advances. Impalas are grouped with the Bel Airs, from any angle, and setting a new standard for one of four new series of Chevrolets this year.

gentleman" but lives too far from Fort Smith to represent the city. He said he had heard Trimble planned to retire, but decided to run again because "circumstances change."

Whittaker's other opponent are Chancellor Franklin Wilder of Fort Smith and Donald Poe of Waldron.

Whittaker, a new and used car dealer, said he is not aligned with any candidates for other offices. "The only alignment that I have is with a group of small businessmen opposed to the political machine which put Wilder and Poe in the race," he said.

He promised if he were elected, he would work to keep Fort Chaffee a permanent base, and extend it if possible. He said that Oklahomans have opposed enlarging Fort Sill, so it might be possible to increase the size in Chaffee instead.

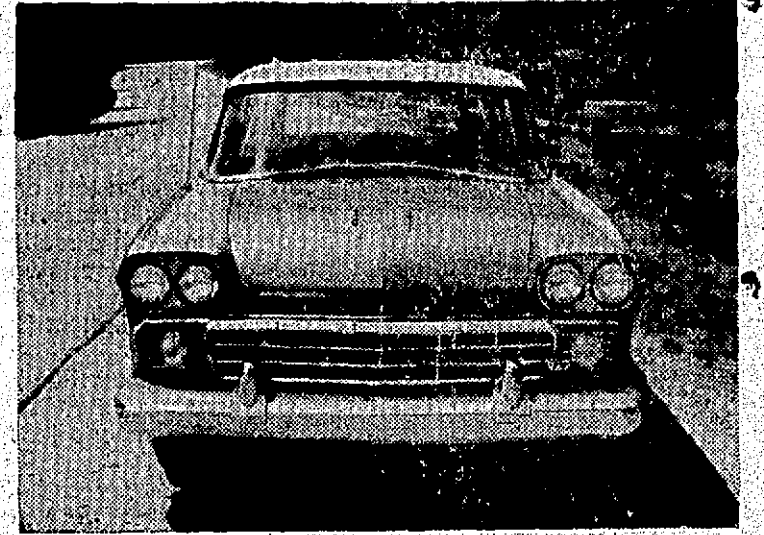
Whittaker said he would also work on putting highway 71 into the national interstate program. On the economic front, he said he would support additional unemployment benefits, even for those not covered by unemployment insurance, "on a purely temporary basis."

"I am a segregationist. I was born and raised a segregationist. Each school board has its own situation. I would be for the local option plan leaving it to each school board to settle its own problems," Whittaker said.

He said he was "never honestly defeated" in any campaign for Congress. By that, he said, he meant he was "stolen out" of the 1948 campaign and "counted out" in the 1948 election.

This "living in cars" by the female is responsible for the power devices becoming so popular, and it accounts for the increased number of automobiles on the roads today. It's responsible for the

## New 1958 Rambler



The front of the 1958 Rambler features hooded and horizontally set dual headlights and a massive die-cast grille. The restyled hood flows smoothly into the crisp front fenders. The large amount of window glass provides drivers and passengers with excellent visibility. The new models will be placed on sale at Rambler, Nash and Hudson showrooms on October 22.

radios and clocks and lighters and models. For instance, the Riviera, other "extras" in the automobile. Impales, Sun Valley, Capri Me-tropolitan... which appeal to the glamorous names given different imagination of today's woman.

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**BUY YOUR NEW CAR DURING SALE-O-RAMA + MAY 1-10**



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**+ YOUR CHOICE - OF LOCAL INSURANCE AGENTS!**

**THE ONLY INSURANCE WE REQUIRE IS ON THE CAR AND WE WILL PLACE IT WITH THE LOCAL INSURANCE AGENT OF YOUR CHOICE!**

# CITIZENS NATIONAL BANK

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**HOPE, ARKANSAS**

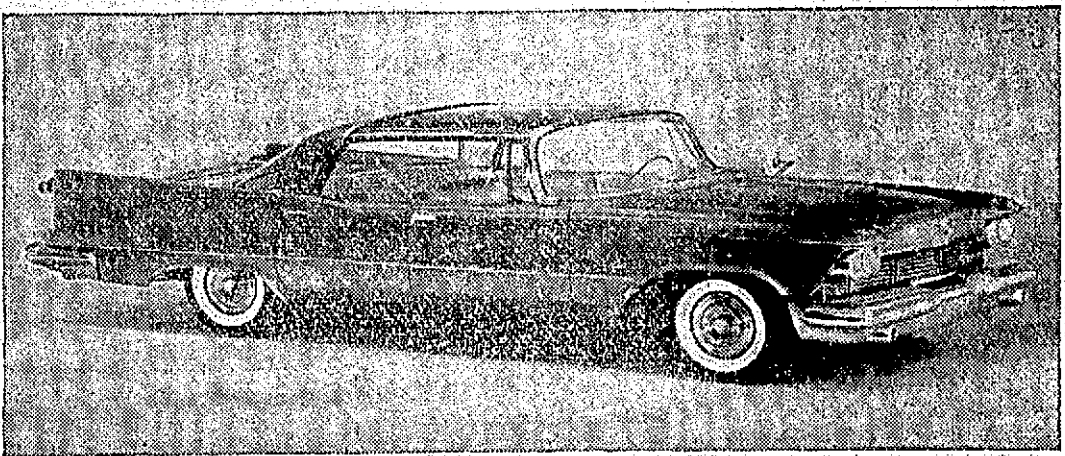


## 1958 CHRYSLER WINDSOR IN NEW LOW PRICE RANGE



The 1958 Chrysler Windsor four-door hardtop is all new in a lower price range. It features dual headlights as standard equipment, aircraft-type bubble windshields, new power steering, pushbutton Torqueflite transmission and Torsion-Aire ride, the only advanced suspension available as standard equipment. The Windsor is also offered in a two-door hardtop, four-door sedan, two-door Town and Country wagon and three-seat wagon. It is powered by a 200 horsepower engine.

## LONGER 1958 IMPERIALS OFFER LUXURY FEATURES



Longer and featuring new interiors with 20 new assist, and Super Soft Cushion Tires, the biggest, exterior colors, the 1958 Imperial Crown four-door hardtop is offered with unique landau top world. It has the new FliteSweep deck lid and a roof section. It is available with new integrated electric door locks, Auto-Pilot automatic driver 345-horsepower V-8 engine.

Imperial Dealer in Hope is Nunn-Pentecost Motor Company

## Try First Aid Before Calling a Specialist

Here are some major headaches with possible minor causes that a motorist can take care of himself when his car gives him trouble:

Engine turns over, won't start: (Check ignition first!) Porcelain on spark plugs dirty or moist; lead from coil to distributor disconnected; flood engine (floor accelerator and keep her turning over).

Engine runs rough: Porcelain on one or more spark plugs dirty or moist; plug lead disconnected. Sudden engine failure in normal driving: Check your gas gauge first, then look for: Lead from coil to distributor disconnected; battery cable disconnected, or other break in ignition system.

Mushy or unusual steering: Tire going flat; loose nuts on wheel lugs.

Dangerously high water temperature: Loss of water through leaky radiator; loose drain plugs; ruptured hose; low water level through neglect; fan belt loose and slipping; low oil supply.

Loss of oil pressure: Insufficient oil in system through neglect; loss through loose drain plug. Flickering of lights: (loss of lights in older cars); Check electrical wiring for short circuit.

Don't neglect wiring of rear light wires which are often subject to chafing in trunk.

### PATTY, PERRY ADVANCE

PARIS (UP) — Budge Patty, of Los Angeles meets Paul Jabard of France and Bob Perry, also of Los Angeles, plays Paul Remy of France today in quarterfinal matches of the Paris International Tennis tournament. Patty advanced by defeating Andres Hernandez of Chile, 6-3, 6-2, 6-2, while Perry downed Antonio Martinez of Spain, 4-6, 6-2, 6-2, 6-1.

### FIRST GLASSES?

First mention in history of the employment of lenses as a means of assisting the sight is that of Roger Bacon, who lived in the 13th century.

### TO FORM AUXILIARY

LITTLE ROCK (UP) — Police Chief Gene Smith said Tuesday an auxiliary police force of 600 to 800 men will be organized to assist the regular force in time of emergency.

Smith said about 200 members will be given training each month. The rest of the auxiliary would be called out only in extreme emergency.

## Sees Trend for Better Business

By EDWARD COWAN

United Press Staff Correspondent WASHINGTON (UP) — A top-ranking administration economist said today April unemployment figures indicate business is still going downhill "But there has been some moderation in the downturn."

Organized labor's reaction to Commerce Department statistics showing a drop of 78,000 in unemployment for the month ended April 15 was that the recession "continues to worsen."

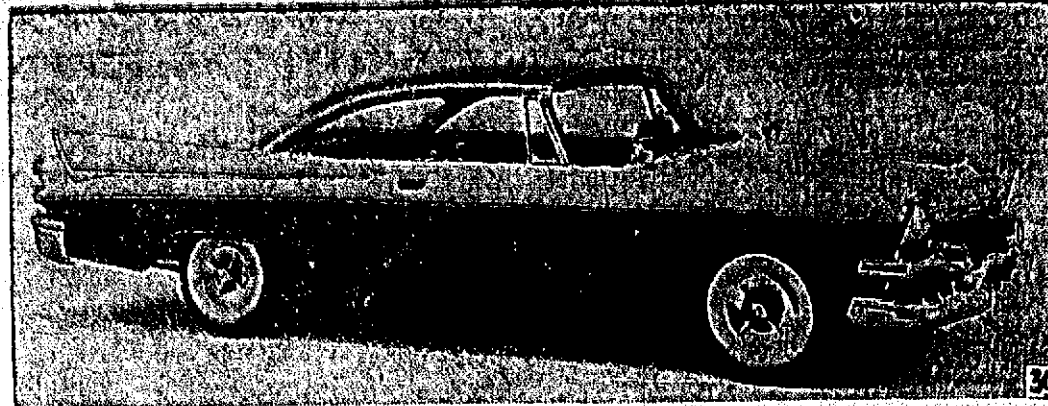
A business spokesman, Alan H. Temple, executive vice president of the First National City Bank of New York, told a U.S. Chamber of Commerce annual meeting here that "little in the current new suggests that the decline have yet been checked."

### Byrd Reiterates Stand

Sen. Harry F. Byrd (D-Va.) raised his voice again today against a tax reduction. Byrd, chairman of the tax-writing Senate Finance Committee, said a tax slash of 6 to 8 billion dollars combined with anti-recession government spending would lead to a deficit approaching 20 billion dollars by mid-1959.

But the Democratic Advisory Council called for a temporary "substantial reduction" in personal income taxes to help reverse the "seriously mounting" recession. The council urged the tax cut be directed especially at low income workers.

The Commerce Department report issued late Tuesday showed the first decline in the jobless total since the recession began last year.



**DODGE TWO-TONE** — The 1958 line of Dodge passenger cars features a unique two-tone paint treatment. Available on all models except the Coronet convertible, the "saddle" combination features a continuous strip running from headlight to taillight, just below the belt line. The Hope dealer is Nunn-Pentecost Motor Co., 901 East Third street.

### Farm Jobs Up

Commerce Secretary Sinclair Weeks announced the number of Americans working rose by 600,000 to 62,000,000 in mid-April. He attributed most of the gain to the usual spring pickup in farm work and other outdoor activities.

Despite the drop in jobless numbers, the rate of unemployment rose to 7.5 per cent of the work force — the highest since before World War II.

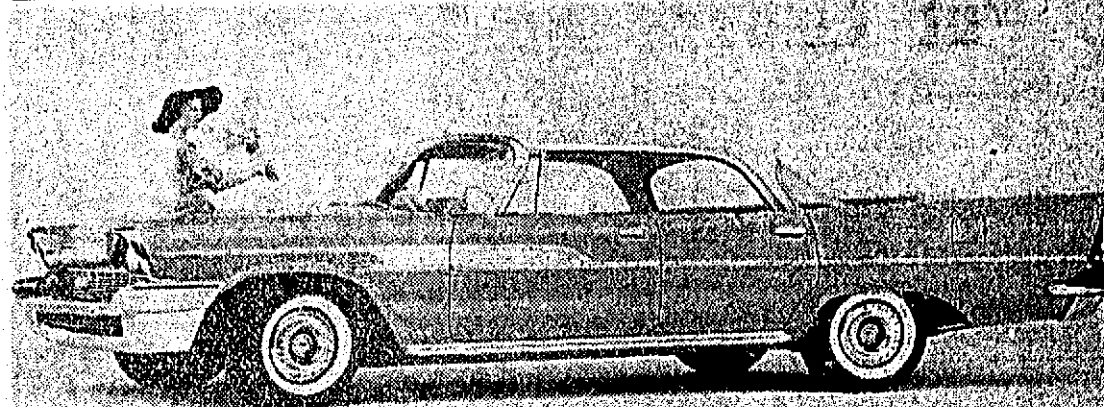
Normally unemployment would drop about 250,000 to 300,000 in April. It fell only 78,000 this year. AFL-CIO President George Meany declared "The recession has not hit bottom. It continues to worsen." He said things failed to improve as much as usual his time of year.

The gridwall is the only American river duck with a white spot on part of its wing.

### CALIFORNIA SCORE WINS

NAPLES, Italy (UP) — Mimi Arnold of Redwood City, Calif., and Louise Snow of Oakland, Calif., scored victories Tuesday in opening round play of the Naples International tennis tournament. Miss Arnold defeated Marie Martin of Australia, 6-3, 6-0, while Miss Snow advanced at the expense of Flora Lepre of Italy, 6-2, 6-0.

## Chrysler Introduces New Dartline Models



The new Chrysler Windsor Dartline, featuring new series is available in sedan, two and four-door hardtop all around and three new spring colors, was top and Town and Country station wagon models in introduced today. It is available with Auto-Pilot, frosty tan, fireglow and blinding blue as well as the new superhighway driver assist, which opens a standard range of colors. The new Spring models new era in automatic highway travel. The Dartline are now available at Chrysler Dealers everywhere.

NUNN - PENTECOST MOTOR CO., - 901 East Third St.

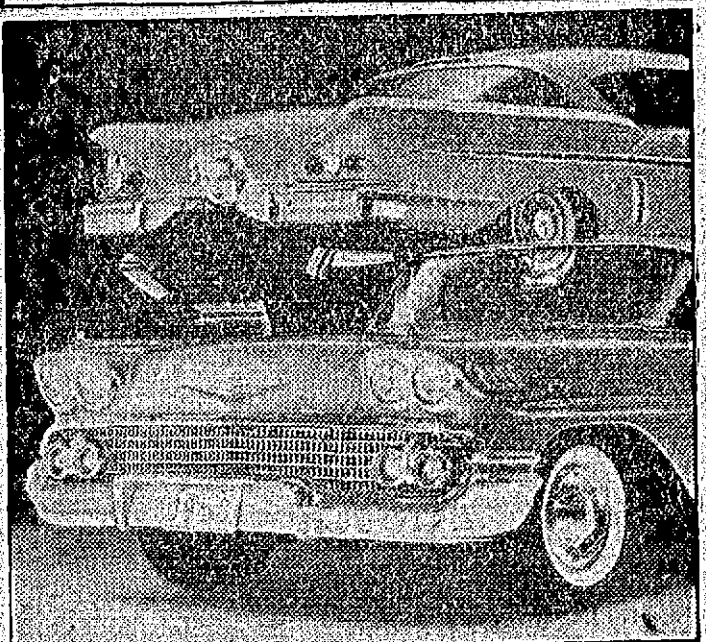
### Dodge Spare Tucks Away



Spare tire stowage is no problem on this 1958 Dodge Sierra station wagon. The tire is tucked away in a well in the right rear fender, allowing all inside space to be utilized for cargo—a full 95 cubic feet. The unique storage is standard equipment on all Dodge Sierra Spectator station wagons which feature the rear-facing third seat.

### Beauty Going Your Way

## 1958 CHEVROLET: Fore and Aft



Effectiveness of the 1958 Chevrolet styling is shown by this front-rear view of the Impala, luxury models in the Bel Air series. The gull-wing sweep at the rear is a perfect complement for the fleet, flowing lines that begin with the line-grid conceals ribs of the grille. In addition to complete body redesign, the latest Chevrolets offer such features as Level Air suspension or all-round coil spring suspension, a more rigid frame and body and an unusual new V-8 engine. Impala top an offering of 17 models.

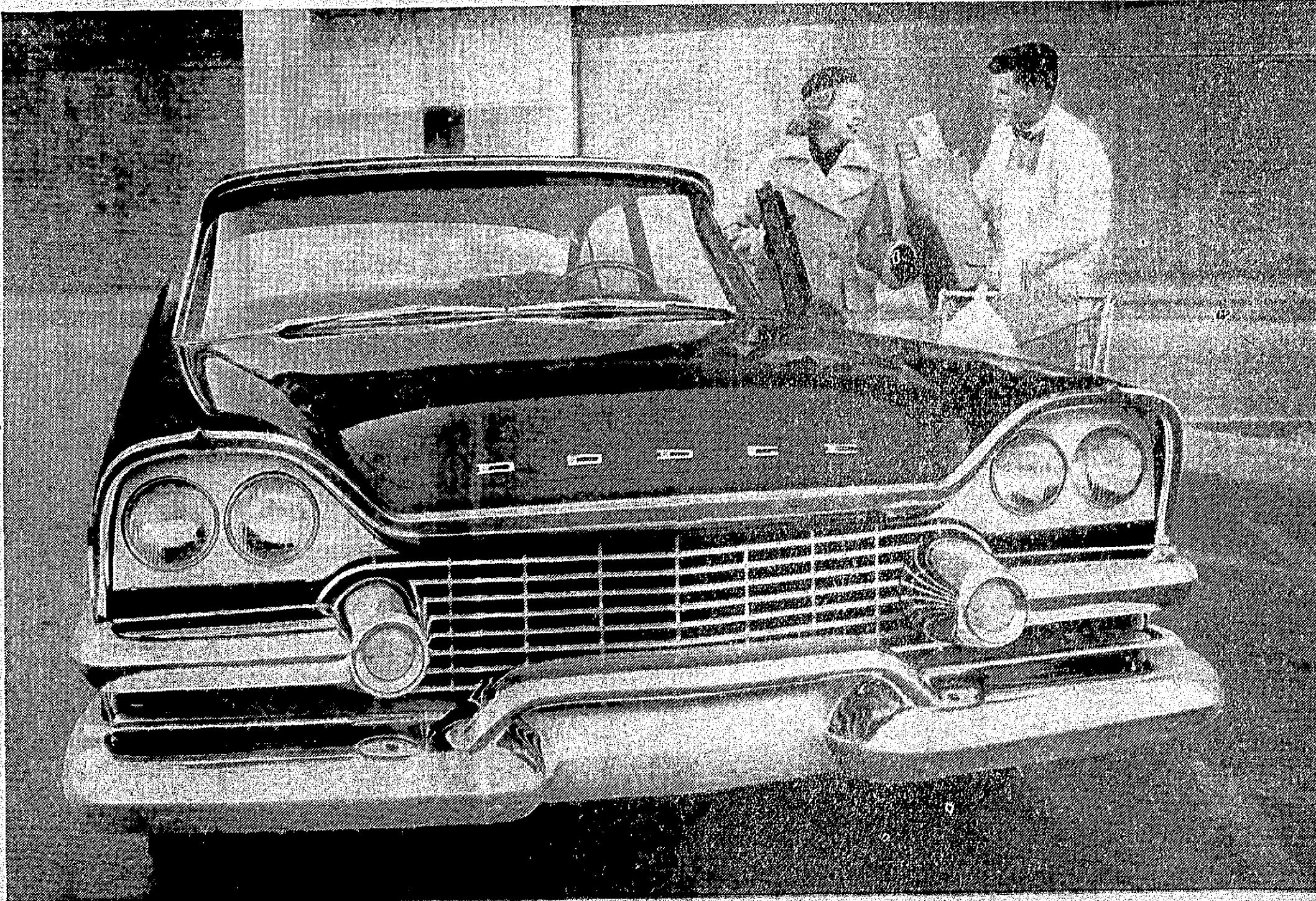
### IRAN APPROVES DEAL

TEHRAN, Iran (UP) — Iran has accepted a deal with Standard Oil of Indiana to exploit offshore deposits in the Persian Gulf. Informal sources said Standard Oil was offering Iran 75 per cent of all net sales and that Iran's National Oil Co. had accepted the offer.

### SIMPSON'S CAST REMOVED

NEW YORK (UP) — Injured outfielder, first baseman Harry Simpson may be available for pinch-hitting duties in about a week, the New York Yankees announced today. Simpson had the cast removed from his broken right wrist and worked out with the team Tuesday.

# "You Auto Buy a DODGE Now!"



**THIS IS THE WEEK, FOLKS!** Right now—today—is the time to convince yourself that a handsome Sweet-Wing '58 Dodge is the best buy on the market. You needn't take our word for it. Make your own comparisons with other 1958 cars. You'll soon find that Dodge is really a big car for the money. Big in looks—in ride—in feel. In fact, it's the lowest-priced big car on the road today. How low? Well, if you check the prices of cars in the low-price field, you'll find that this big, beautiful Dodge Coronet is actually priced below 59 different models—more than half—of the so-called low-

priced three. And with such great advances as Torsion-Aire Ride and Total-Contact Brakes as standard equipment, well, there's just no two ways about it: This Dodge Coronet is your best buy—*bar none!* What's more, this week you'll not only find sensationally low price tags on every Dodge model, but we'll offer you the very top value on your present car in trade. So don't put it off. You'll never make a better choice nor a bigger saving. Drive in today or tomorrow sure. Get our special "You Auto Buy Now Week" deal.

Now on display! New Spring Sweet-Wing! New Colors! New Styling! New Interiors!  
"YOU AUTO BUY NOW!"

NUNN-PENTECOST MOTOR CO., - 901 East Third Street



# Without Manual Steering Wheel Car of the Future May Cruise Along

The possibility of a built-in guidance system for the highways of the future is indicated by the development of an automatically guided automobile.

Such a car has already been tested at the General Motors Technical Center. It rolled along a one-mile check road, steered by an electrical cable beneath the con-

crete surface.

The demonstration car was a 1958 Chevrolet which, said Dr. L. R. Hafstad of the GM Research Staff, was guided by a combined electronic computer and servo system which steers by following a magnetic path produced by low frequency power in the highway cable.

There were no driver's hands on the steering wheel as the car cruised along the check road and negotiated the banked turn-around loops at each end.

To turn off the road or pass another vehicle, the driver merely touched a switch on the steering gear which put back into the manual steering system.

"This is something put together to test the idea of electromagnetic vehicle guidance," Dr. Hafstad explained. "It is the hardware phase of a system demonstrated in model form in 1953 by Radio Corporation of America."

He said, RCA had set up a test strip near Lincoln, Neb., with the road equipment for a signal system.

"Actually," Dr. Hafstad explained, "our job was to take signals like those of RCA's from the road and put them through specially designed equipment to steer a full-size car."

"Our particular system," he added, "is still in the research stage and as yet is limited to steering control. We think of it as the first 'building block' in what may become a more sophisticated system for controlling vehicle spacing, detecting location of cars or giving the driver signals for throttle and brake control."

"Obviously, we can't predict what may evolve from this basic steering guidance technique. But it points out the kind of ideas we are exploring," Dr. Hafstad said.

Joseph B. Bidwell, head of GM Research Staff's Engineering Mechanics Department and director of the guidance system project, explained that the technique of automatic road vehicle guidance is unique. It cannot be compared directly with other guidance techniques such as those used in aircraft or guided missiles.

He described its operation as follows:

Low frequency alternating current in the highway cable creates a circular magnetic field that extends the length of the cable, something like a very short range radar "beam."

On the front bumper of the test vehicle is a pair of tuned pickup coils which straddle the magnetic field.

As the car follows the magnetic path, the voltage across the terminals of the pickup coils depends on the magnetic field strength. Any deviation or lateral motion of the car causes a difference in voltage from one pickup coil to the other.

These voltage variations feed into a small electronic analogue computer on the instrument panel which, in turn, is linked with a servo system that controls the car's modified power steering unit.

In effect, the computer measures the difference in voltage and automatically adjusts the steering onto the magnetic path through the servo system. The computer puts out "command" signals to the servo mechanism which position the front wheels.

Thus, if the car undergoes any rolling, sidestepping or yawing motion — deviations from its straight-ahead course — the automatic steering system brings it back into

## TIME TO SLOW DOWN

With advancing age, disabilities which lower driving ability tend to appear: failing eyesight or hearing, high blood pressure, stiffness of movement. Older drivers may show less glare resistance and tend to recover from glare much more slowly than young people. Often older drivers cannot drive safely at night.

the straight-ahead path.

Bidwell explained that the important problem of the system's stability in substituting for human steering was solved in a series of studies with a special electronic analogue computer developed in his department's laboratories.

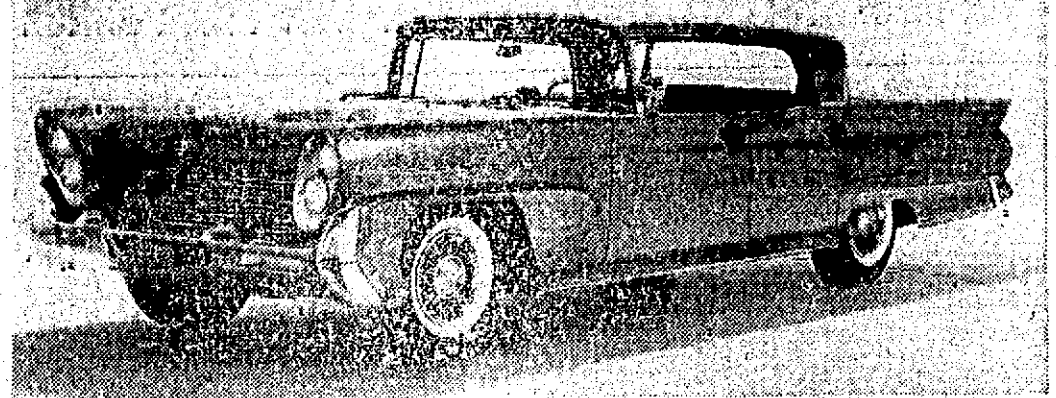
This computer was outfitted with a steering wheel. Linked to the computer and steering wheel combination was a simulator with a miniature car which reacted to various "inputs" at the steering wheel, just as a full-size car would react to the driver's steering motions.

By working out various steering and car handling mathematical equations on the laboratory computer-simulator setup, engineers were able to devise the servo system to give the full-size test vehicle continuous, stabilized guidance.

Dr. Hafstad and Bidwell pointed out that types other than their electro-magnetic system could be applied to vehicles, but their particular choice was based on its ultimate simplicity.

Among other things, it would require only low frequency power, its sensitivity is good and with the cable planted in the highway concrete it would suffer no weather or radiation interference.

Also, they said, the system probably could be easily integrated into a highway network, possibly in the form of a separate "automatic lane" for those cars equipped with the device.



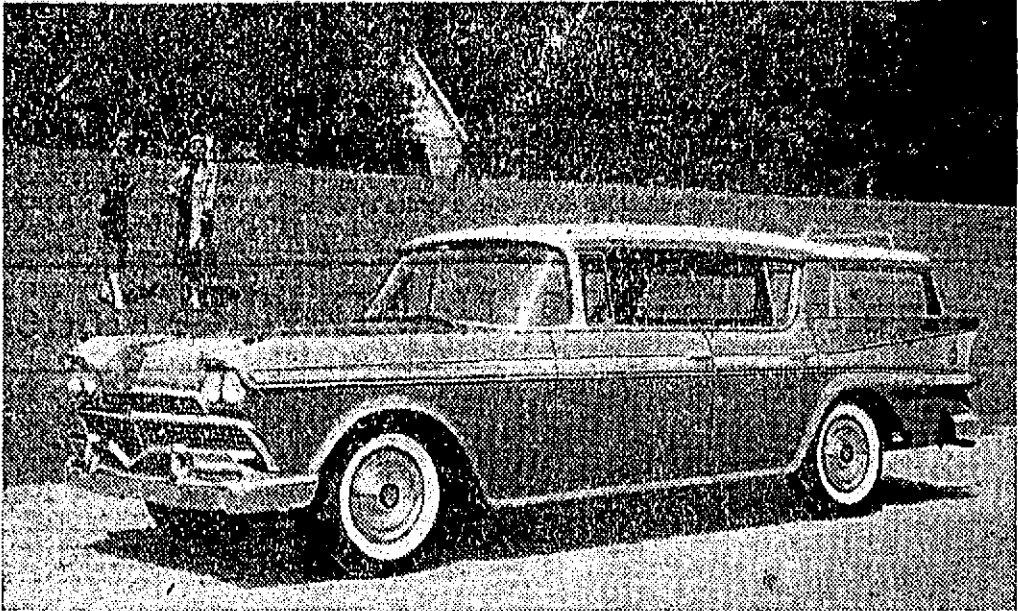
An American symbol of classic design, the new Continental Mark III models open a new era in the luxury car field. For the first time since the introduction of this prestige-leader of American cars, Continental in 1958 offers a full line of models including a four-door hardtop sedan, a unique retractable top convertible, a regular sedan and a two-door hardtop coupe, all in the traditional and elegant design of past Continentals. A new, high compression engine rated at 375 horsepower at 4800 rpm powers the new Continental which pioneers an all-new integrated body and frame construction in the fine car field.

## Dodge Grille New For '58



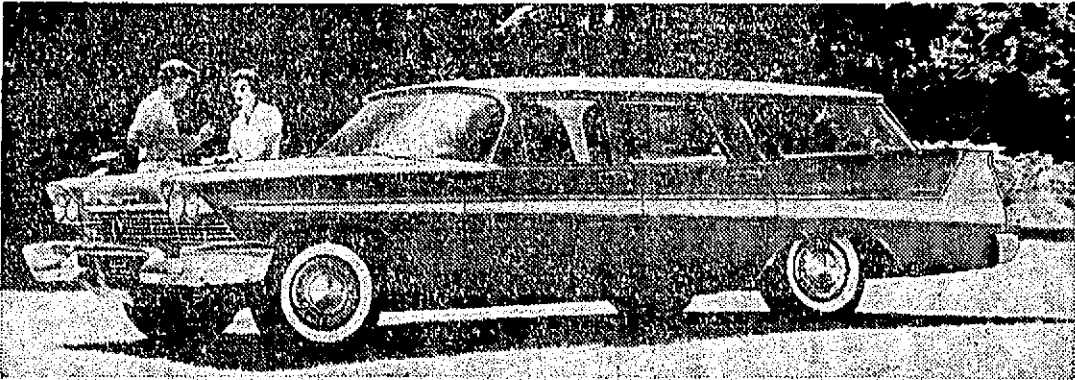
Coming toward you, or going away, 1958 Dodge passenger cars reveal the distinctive styling changes in the line this year. Dual headlights and a cross-hatched, stainless steel grille design keynote the new front end treatment. New two-tone paint combinations, and new treatments of chrome and trim are apparent in the fender fins.

## New Line Unveiled by American Motors



American Motors Corporation offers station wagons in its 1958 senior line for the first time in its history. The Ambassador V-8, an entirely new line of cars in the Rambler series, also includes sedans, hardtop sedans and this hardtop station wagon. The new 117-inch wheelbase models will go on sale Oct. 22 at Rambler, Nash and Hudson dealerships across the nation. The Ambassador V-8 engine develops 270-horsepower.

## New Plymouth Sport Suburban



Plymouth's new Sport Suburban station wagon for 1958 goes even more modern with an upswept Silver Dart two-tone treatment that heightens interest in the popular rear fins. Also new for 1958 are the dual headlights, standard equipment on all Plymouth cars, and a dressed up lower grille section which matches the horizontal lines of the upper grille. The distinctive rear-facing third seat which Plymouth introduced in 1957 is again available with Sport Suburban station wagons for 1958. The new Plymouths, with six engine options and 19 separate body styles and models, will be introduced in dealer showrooms throughout the country on November 1.

## Guthridge Files Against Brooks Hays

LITTLE ROCK (UP)— Arnis Guthridge, a Little Rock attorney, announced today as a candidate for Congress from the Fifth District, opposing Rep. Brooks Hays, also of Little Rock.

Guthridge, attorney for the Capital Citizens Council, filed his corrupt practices pledge with Secretary of State C. G. Hall, but did not pay his filing fee. He said he would return Wednesday with the money.

In a prepared statement, Guthridge said too many officials who should be public servants have been indifferent to the wishes of the people.

He promised to stay close to the people of his district, to stay on

the job, to take a stand on the people's side on every issue, to fight "federal tyranny in whatever form."

"I will attempt to serve faithfully, fairly, impartially and with the dignity that the good people of my native Arkansas deserve and want in their public servants," Guthridge said.

It would be up to the board of the Capital Citizens Council, Guthridge said, if he will continue as its attorney. He said he would not use any of the Council's Freedom Foundation Fund, but had raised money for his campaign through small donations.

He declined to say what stand he would take on such problems as unemployment if he were elected.

He summed up his general position in politics by saying he is a Jefferson Democrat, opposed to centralization of authority in Washington.

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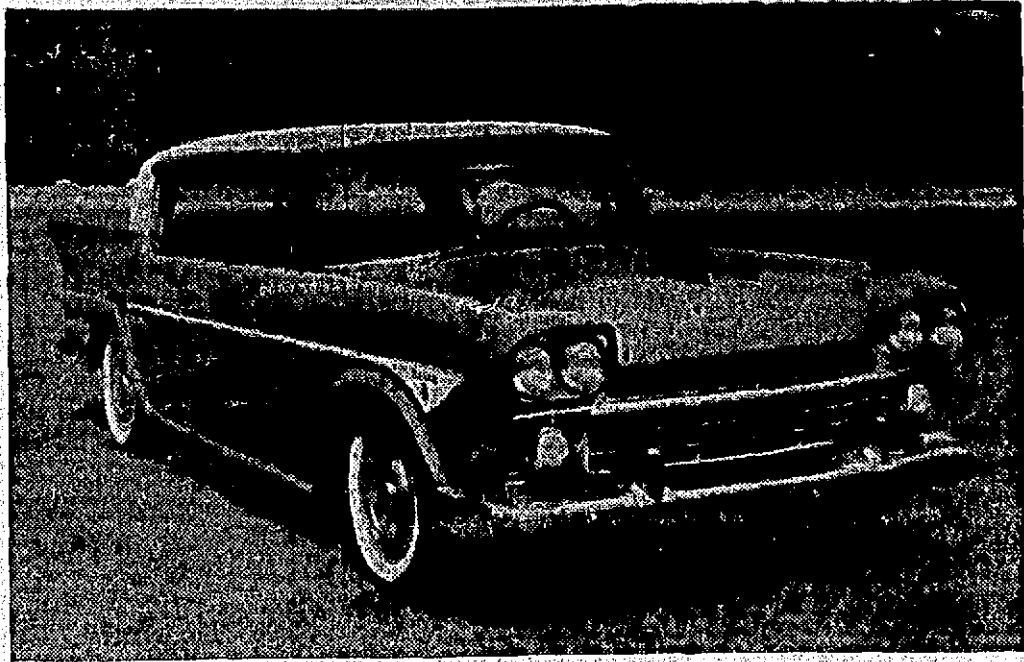


# FIRST NATIONAL BANK

HOPE, ARKANSAS

MEMBER: FEDERAL DEPOSIT INSURANCE CORPORATION





**ECONOMICAL RAMBLER** — Compactness at its best. The new Rambler also maintains traditional American styling and interior roominess and economy keynote. The 1958 Rambler line which

## Fiberglass Is Handy For Repair Work

Try fiberglass for that rust hole repair. It is cheap, easy to work with, and takes a finish like metal. Fiberglass cloth can be obtained at large department stores or at boat shops. It is sold by the yard and in kits with the necessary resin and reagent.

Sand the area of the repair to bare metal, and remove rust traces. Cut your patch at least 1 inch larger than the area to be repaired. Mix the resin and the reagent exactly according to instructions. Apply the fiberglass. Now coat the entire patch with resin and it will harden to a surface that can be worked with sandpaper. Finish the patch as you would a metal repair, beginning with an application of primer.

Compound surfaces can be similarly repaired with fiberglass cloth. A plaster or wooden form is shaped out beforehand and used to back up the fiberglass while it is being applied. The form must be coated with a parting agent to prevent the fiberglass from adhering to it.

All phases of the automobile industry's improvements, from better highways to prettier fabrics for upholstery, have been influenced to a large degree by the calm little woman, smiling serenely at her husband as he tells his neighbor about "the new car I bought!"

Today's career woman lives in a comfortable apartment decorated to her choosing, takes an active part in the social whirl, and drives her car anywhere in the United States on vacations and business trips.

his free time to serving the community in which he makes his living. He can be found in most of the civic, welfare, social and church activities, as earnest there as in the business of selling cars.

## Women Are

Continued from Page One

trucks, station wagons and convertibles be safe for the family and attractive.

The spirit of "living on the road" quickly invaded the modern woman's thinking, and manufacturers, catching the trend, began to design plush upholstery, chrome, handsome dashboard, and wonderful safety features.

Women wanted comfort, ease, performance, and style... and they got it!

And why shouldn't they? Men generally use a car only to go to and from work in their daily living, while the woman serves as chauffeur, delivery boy, public relations agent, and all-around flunky for many unusual little tasks that come up during the day.

## Sees Need to Change Decor of Homes

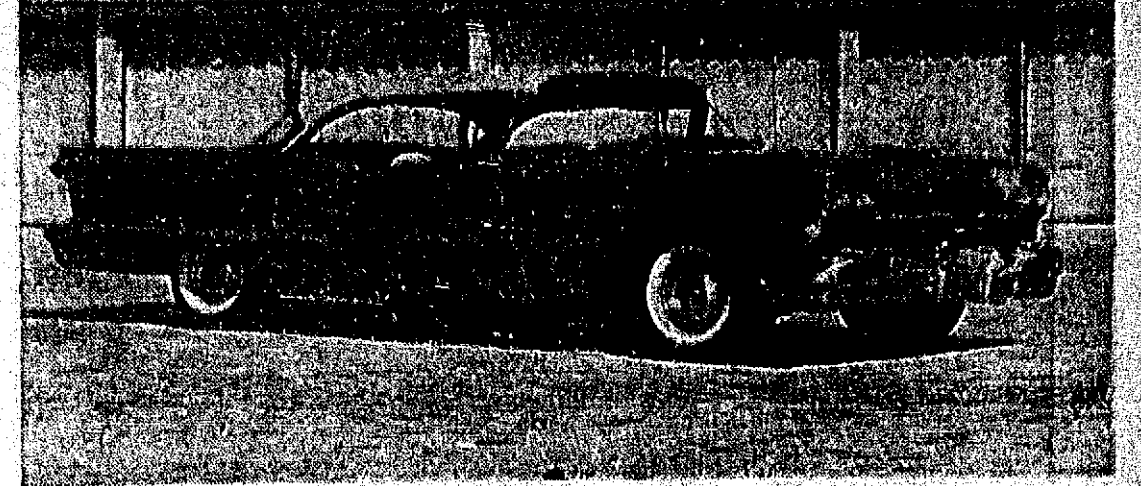
(Women's View)

By GAY PAULEY  
United Press Women's Editor  
NEW YORK (UPI) — We women should change the decor of our homes as often as we change our wardrobes, says interior designer Russell Wright.

"Too many women fall into the habit of static decorating. They become so used to an arrangement that they become insensible to it, yet they wouldn't think of playing a record over and over," said Wright in an interview.

"We become tired of things we love if we see them too much. Put such things as paintings, accessories and small rugs away for a while, and bring out others to keep the freshness of a room alive," he said.

Change's Furnishings Often  
Wright changes furnishings in his Manhattan brownstone with every new season or large party. He plans to re-group his living room, now done in a Far Eastern motif for an Easter party, to focus on the garden outside a picture window. In fall, he will



**HAPPILY MATCHED** — Beauty and economy are combined in this 1958 Oldsmobile Dynamic 88. Holiday coupe. New mobile-like styling includes a completely redesigned body. Oldsmobile's Hope dealer is E. E. Davis Oldsmobile Co., 500 South Walnut Street.

## Portable Radio in Olds



Oldsmobile's new Trans-Portable radio operates independently of the car's electrical system when it is removed from its place in the instrument panel. The young lady is tuning the all-transistor radio, which has its own self-contained speaker unit, loop antenna and dry cell batteries that last 160 playing hours. The radio is finished in attractive leather-like plastic and has a carrying handle over the tuning dial. At the upper left, the Trans-Portable is being removed from the instrument panel. When installed in the car, the Trans-Portable automatically plugs into the car's electrical system and uses the car's outside antenna and loud speaker unit. The Trans-Portable is only 6 1/2 inches long and weighs three pounds. It is offered as an optional accessory at extra cost on the 1958 Oldsmobiles.

## Auto Salesman

Continued from Page One

What kind of car does he need, and how much does he want to pay for it—these are starters on the selling job which he follows through with an intelligent presentation of what his agency has to offer—an explanation of what he is getting for his money—and a guarantee that the agency will protect the customer's investment.

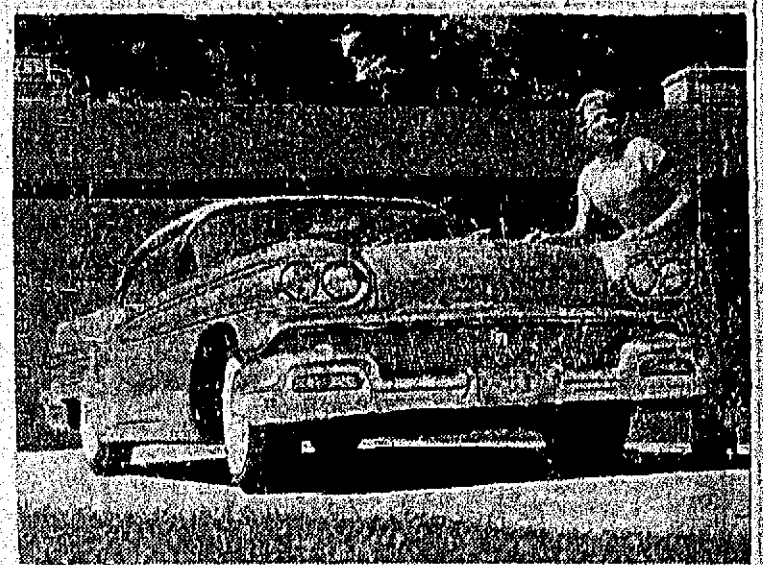
Protection of a customer's investment in a new automobile—the assurance that if there are any "bugs" the service department will correct them—is next best to perfect performance for instilling the confidence that will bring a customer back and back again, a salesman of this area says. The most successful salesman in this area never forgets this obligation to the customer, and that is why their dealers are often told by customers, "I like to do business with you."

Naturally, the salesman does not catch them all. He's the middleman between the customer who wants to get the most for the least and the agency who wants to operate profitably, and if they reach a point where none can move... well, after all, the salesman is a practical man. He must think of the agency that furnishes the cars, the room to show them, the shop to service them, and himself who, after all, has to make a living for a wife and kids.

Sometimes he runs up against customers who "just want to change," and the best he can do is to wait and try to recapture him later. Very often, though, dislodges someone else from a firm allegiance to another make of car.

The typical automobile salesman in this area is an intelligent, friendly person who gives a lot of

## Head-on View of '58 Olds



Trim and tasteful front end of the 1958 Oldsmobile is revealed in this head-on view of a Dynamic 88. Holiday coupe. The recess-type grille, composed of aluminum louvers, the graceful hood lines and the new four-beam headlights blend into a new concept of frontal appearance. A protective note is added by the substantial front bumper guards. The decorative side trim merges with the four-beam headlights in the front fender. New looking and distinctive, the headlights provide a 50 per cent increase in illumination on high beam and 25 per cent more light on low beam for improved night driving safety. At the base of the "span-a-ramie" windshield are air inlet grilles on each side of the hood.

## YOUR NEW OLDS IS A SIGN OF PROSPERITY!



OLDSmobility...  
Newest word for popularity!

Get the best buy of all now...  
during "Auto Buy" Week  
and keep the economy rolling!

Now... this very week... you can buy an Oldsmobile Dynamic 88 for the same low price you pay for the ordinary. In fact, you'll find this lowest priced Rocket Engine car costs you much less than you'd ever guess!

That's right! During this big buy-a-car-now celebration Oldsmobile dealers are giving amazingly generous trade-in allowances. Don't wait, when there's such a welcome awaiting you at your Oldsmobile dealer's now!

Drive home in a brilliant new Dynamic 88! Enjoy all the exclusive new features that make Oldsmobile by far the best selling car nationally in the medium price class... by any measure, the best buy in any class!

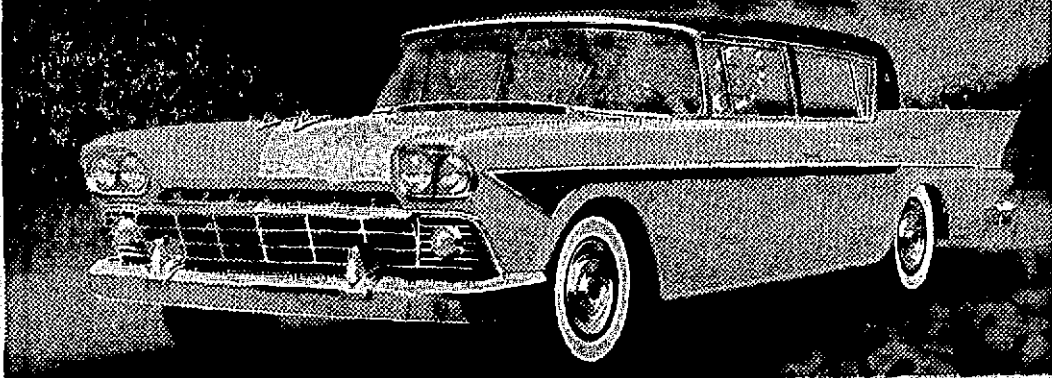
You're always welcome at your local authorized  
**OLDSMOBILE**  
QUALITY DEALER'S

E. E. DAVIS OLDSMOBILE CO., 500 S. WALNUT STREET

YOU AUTO BUY NOW... KEEP MORE BUSINESS HEALTHY!

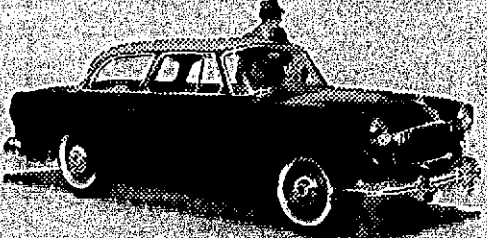
## HOW TO SAVE MONEY EVERY WEEK

See the New Ramblers that  
Broke All Sales Records In March!  
SALES UP 83.6%—BIGGEST MONTH IN RAMBLER HISTORY!



**Rambler 4-Door Sedan** • 108-inch Wheelbase  
Rambler's first in sales gains—up 87% over last year—because it's first in economy. NASCAR records—1¢ a mile for gas—6 with overdrive. Plenty of room for six 6-footers. Be smarter, buy Rambler and save.

RAMBLER 4-DOOR SEDANS  
AS LOW AS  
**\$1063\***  
A WEEK



**Rambler American 2-Door Sedan**  
100-inch Wheelbase. 35.39 miles per gallon. NASCAR economy record, with overdrive. Available with fully automatic transmission—five passenger room.

RAMBLER AMERICANS  
AS LOW AS  
**\$923\***  
A WEEK



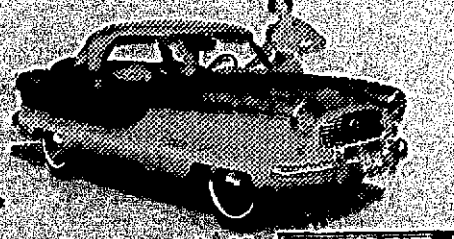
**Rambler Cross Country** • 108-inch Wheelbase — 6 or V-8. Get the smartest, most practical car of all... 80 cubic feet of cargo space.

CROSS COUNTRY V-8  
AS LOW AS  
**\$1295\***  
A WEEK



**Ambassador V-8 by Rambler** • 117-inch Wheelbase. Finest car ever priced so close to the lowest. 270 HP. Top V-8 performance with outstanding V-8 economy.

AMBASSADOR V-8  
AS LOW AS  
**\$1349\***  
A WEEK



**Metropolitan Import** • 115-inch Wheelbase. Available at most dealers in hardtop and convertible. Smartest of the smaller imported cars.

METROPOLITAN  
AS LOW AS  
**\$825\***  
A WEEK  
(includes radio, heater)

\*Rambler weekly payments based on suggested factory-delivered prices at Knoxville, Wis. Dealer's delivery charges, taxes, license, title, and optional equipment extra. Dealer's price subject to change without notice.

American Motors  
Means More for Americans

YOU AUTO BUY RAMBLER NOW AT...  
THE TRADING POST, 304 East Third Street, Hope, Ark.





THIS IS THE EDESEL, Ford Motor Company's newest entry in the medium price car field, available in 18 models in four series—Ranger, Pacer, Corsair and Citation. The entire line will go on display in all Edsel dealerships Sept. 4th. Shown is the Pacer four-door hardtop. From its vertical grille, dual headlights and wraparound turn indicators through the single chrome side spear and concave sculptured "cardtop" side scallop, the Edsel gives an impression of motion even when parked. In addition to its dramatic styling, the Edsel offers a wide range of exclusive engineering features including "Teletouch" push button automatic transmission controls located in the steering wheel hub.

## Pierce-Arrow Had First Brake Booster

It has been said that nearly every engineering refinement in the cars of today are the development of principles long known car designers.

Every now and then the industry researchers present evidence that bears out this view. One of the latest instances is a connection between today's power brakes and a unit that appeared in the Pierce-Arrow in 1928.

The Pierce-Arrow had a so-called brake pedal booster, a piston operated by engine suction to aid brake application.

## Cold Mass of Air Moving Eastward

By UNITED PRESS

A cold air mass drove toward the East Coast today, trading an outbreak of vicious storms along portions of its southern edge.

Tornado wind and hail, battered Texas for the fourth straight day Tuesday and a similar storm ripped sections of Alabama.

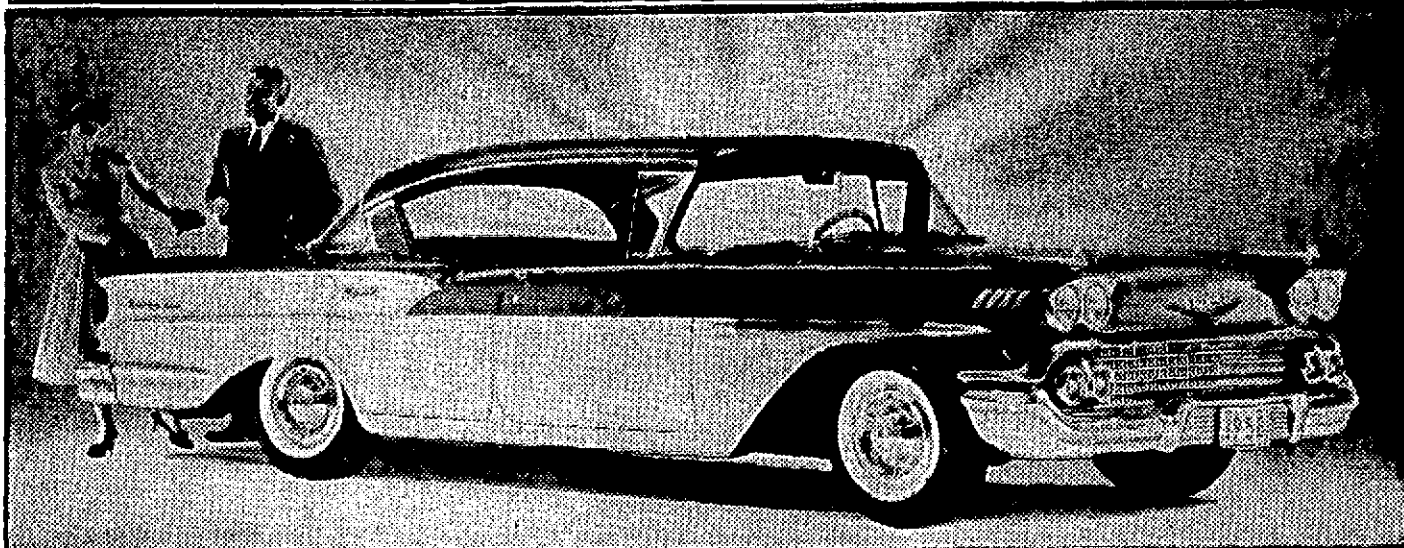
A twister destroyed two buildings at New Summerfield in eastern Texas Tuesday night and tore down trees and utility lines. Hail, high winds and thunderstorms hit other sections of east Texas during the night.

The cold air mass moderated somewhat as it pushed southeastward today, but still dropped readings an average of 15 to 20 degrees from lower Michigan to near the Atlantic Coast and south through the Ohio Valley into the northern Gulf Coast region.

As the core of the cold air moved out of the Midwest, a warming trend replaced readings that had set scores of records Tuesday. Every reporting station in Iowa reported a record cold reading for the date.

The coldest spot in the nation Tuesday was International Falls, Minn., with 9 above. All-time April cold marks were set at with 19, and Des Moines, 24. Omaha, 26; Sioux Falls, S.D., 24; Frazier with 19 and Des Moines 24. By early today, the cold air blanketed most of the East ex-

## LEAN, LOW LINES SPARK CHEVROLET BEAUTY



Chevrolet stylists have taken full advantage of nine inches in added length to mold low, fleet beauty into their 1938 models, as shown by this view of the Bel Air sport sedan. Strong eye-appeal is found in the modish grille, the dual headlamps and low, flat hood. Notable also is an unusual sculpturamic styling which supplies an air of distinction. A new engine, new frame and two new suspension systems are only a few of the major chassis advances. Station Wagon, Bel Air, Biscayne and Delray Series are offered.

## A Traditional Low Changed by High Court

TRENTON, N.J. (UP)—A long tradition of common law has been overturned by the Supreme Court of New Jersey, making charitable and religious organizations in the state liable to court suits for negligence.

The ruling said "times and circumstances" had changed since the old immunity doctrine was first established. Non-immunity was deemed "much closer to the mores and ethical ideals of our times."

The majority opinion in the 5-2 decision also noted that the immunity doctrine had been changed in other courts. The U.S. Supreme Court, the Ohio Supreme Court, and the New York State Court of

Rockies through the northern and central Plains. A few light showers accompanied by the warmer weather in North Dakota and the Lake Superior region.

Appeals.

The ruling was handed down Monday in cases involving the Young Men's Christian Assn., a church and a hospital.

The suits were brought by Lucille Benior of Cranford, N.J., who claimed she was injured in a swimming pool accident at the Westfield, N.J. YMCA; William S. Collopy of Nutley, N.J., who sought damages for injuries allegedly suffered at the Newark Eye and Ear Infirmary; and Harriet P. Dalton of Ridgewood, N.J., claiming injuries suffered in a fall at St. Luke's Roman Catholic Church, Hoboken, N.J.

## 21 Counties in Big Sales Push

Twenty-one counties are participating in the big automobile sales effort called Sale-O-Rama, which begins today. They are:

In Arkansas—Ouachita, Union, Calhoun, Columbia, Hempstead, Howard, Nevada, Hot Springs, Montgomery, Lafayette, Miller, Little River, Sevier, Dallas and Garland counties.

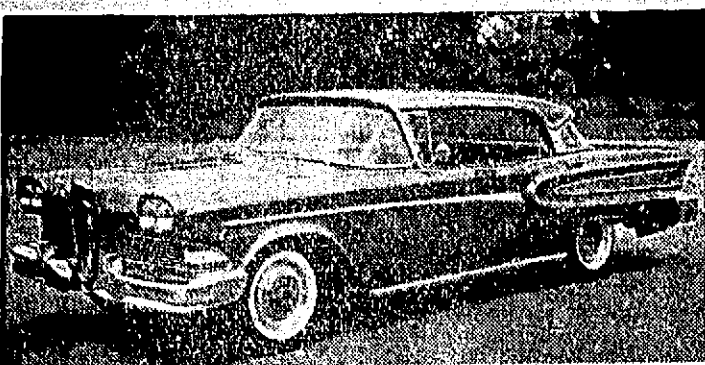
In Texas—Bowie, Cass, Camp, Morris, Red River counties.

In Oklahoma—McCurtain

OPEN UNTIL 9 P.M.  
THURS. - FRI. - SAT.



—Visit Our Showroom—  
HOPE AUTO CO.  
"Your Ford Dealer"



TWO VIEWS OF THE EDESEL, four-door hardtop in the Citation series dramatically illustrate the new styling concepts which make all Edsels so vitally different. The vertical grille, dual headlights and wraparound turn indicators which follow the bumper lines, plus the concave side scallop and horizontal taillights blended into the luggage compartment lid, present a completely integrated look of tailored elegance when viewed from any angle. The Edsel will go on display in all dealer showrooms Sept. 4th.

## Auto Dealers Give Money, Time to Towns

Car dealers in this area will be selling themselves as well as more new and used cars in the next 10 days of Sale-O-Rama.

While a healthy national economy depends a great measure on the healthy condition of their industry, the dealers and their employees contribute a great deal to the economy of their city and territory. Most of the dealers and many of their employees also give a lot of time and money to social and cultural life of their city.

They are to be found in the activities of their Chambers of Commerce, boards of education, annual fairs, city and county governments, service clubs, and charitable organizations in many cases, they furnish the leadership for these activities.

A woman is careful to qualify for a driver's license just as man does; she learns to change flat tires with ease, and a few of the more adventuresome lassies can discuss what is under the hood with ease and intelligence.



Room for a whole posse of junior sheriffs... or 9 big ranch hands!

## "You Auto Buy Now...and make it a FORD!"

Keep Hope Business Healthy

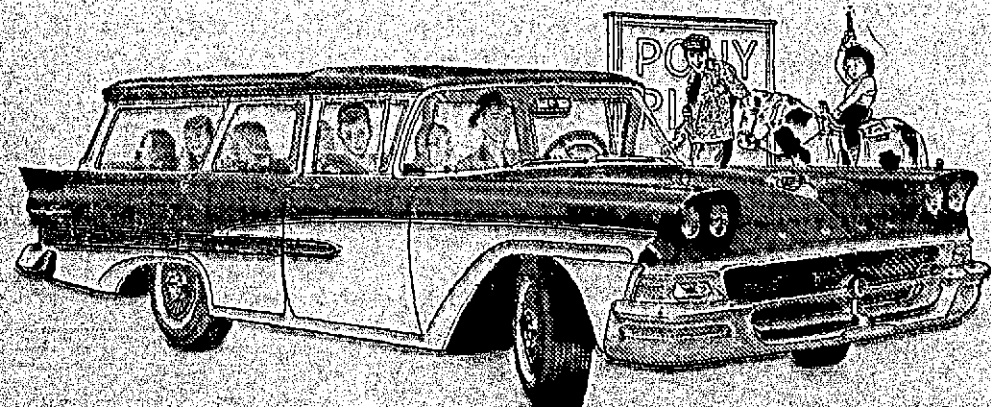
You'll be helping to keep Hope business healthy... and you'll be helping yourself to extra savings during your Ford Dealer's Station Wagon Living Days

You'll discover that a Ford Station Wagon is your best buy—and right now is the best time to buy!

Ford wagons are the stylo-setters... with Thunderbird-inspired design. You can have the Thunderbird's own V-8 CO. too. Team an all-new Ford V-8

with Cruise-O-Matic Drive and get up to 15% gas savings. Ford wagons are the lowest priced of the low-price three! And now you can get extra savings during Ford's Station Wagon Living Days. You'll be helping to keep Hope business healthy, too!

\*Based on comparison of manufacturers' suggested retail delivered price



9-passenger Country Sedan is just one of Ford's six pace-setters for 1938. You can pay more but you can't find a better wagon buy.

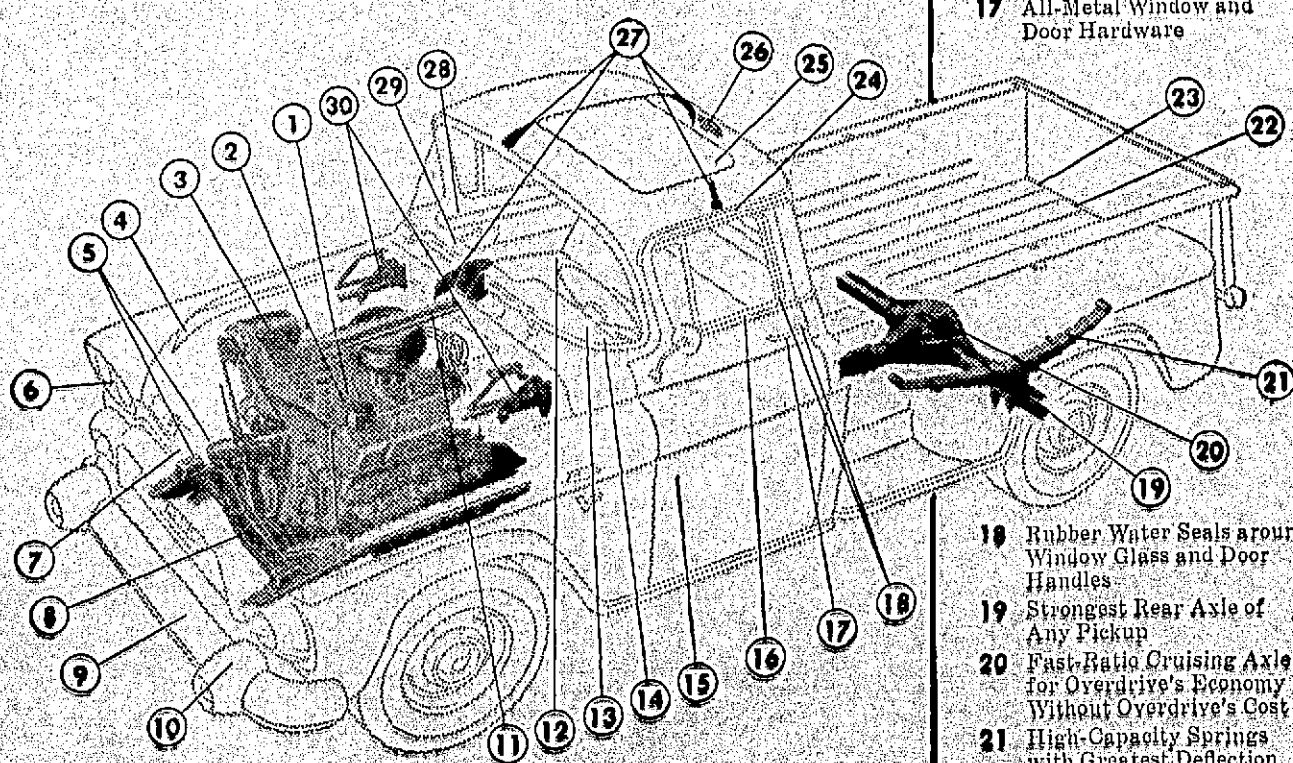
HOPE AUTO CO.

"YOUR FRIENDLY FORD DEALER FOR 25 YEARS"

229 W. SECOND ST. HOPE, ARK. PHONE 7-2371

## No other Pickup - bar none - offers so many extra quality features at NO extra cost!

Just check over these 30 features—only a partial list of GMC extra-value points that mean better performance—longer life—lower operating costs—in any truck—



AND these are just a few of the many extra features that make GMC's costlier to manufacture—all yours at no extra cost in a 1938 GMC Pickup.

Little wonder, then, that you hear so many people saying "The big buy in trucks is a GMC!" You'll prove it

yourself—by looking over America's Ablest Trucks—at your GMC Dealer's. Do it today!

Now—choose between the full-toner Step-side body (illustrated) or the new extra-capacity Wide-Side body, available at slight extra cost.

**GMC AMERICA'S ABLEST TRUCKS**

GMC Money-Makers available in models from 1/2 to 16 tons

See Your Authorized GMC Dealer!

**DAVIS PONTIAC CO.**

319 S. WALNUT ST.

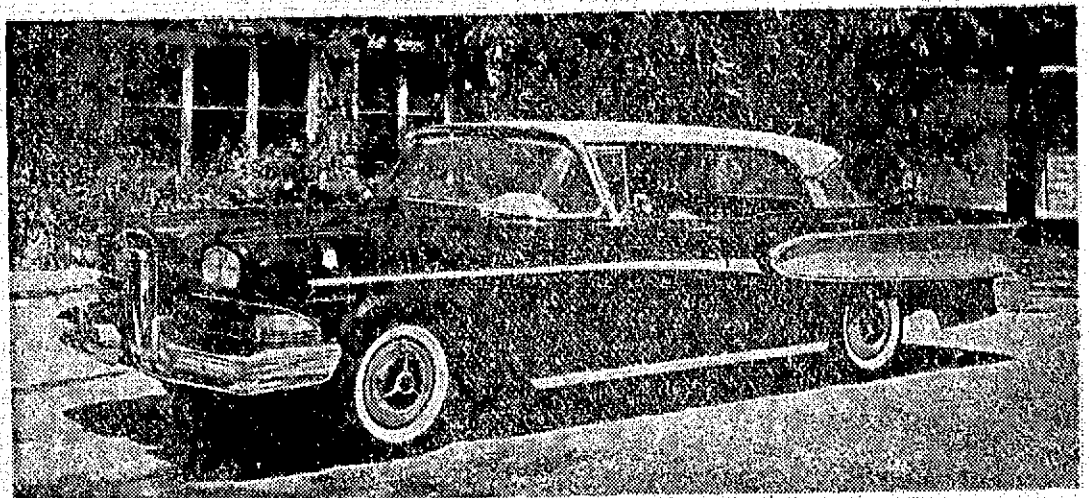
HOPE, ARK.

- 1 High-Horsepower, High-Torque
- 2 GMC Truck-Built Engine
- 3 30-Amp Generator
- 4 Extra-Size Windsplitters for Hood Ruggedness
- 5 Two-Point Radiator Core Support
- 6 "Aimed-To-Live" Dual Head Lamps
- 7 Heavy-Duty Hood Latch
- 8 Heaviest Front Cross-Member of Any Pickup
- 9 Extra-Heavy-Duty Bumpers
- 10 Heavy-Duty Bumper Guards
- 11 Center Hood Reinforcement
- 12 Foam-Rubber Seat as Standard Equipment
- 13 Beautiful and Functional Control Panel
- 14 Nonglare Instrument Panel
- 15 Wet-Proof, Rust-Resistant Cab Floor
- 16 Crack-Resistant Metal Molding around Door Glass
- 17 All-Metal Window and Door Hardware
- 18 Rubber Water Seals around Window Glass and Door Handles
- 19 Strongest Rear Axle of Any Pickup
- 20 Fast-Ratio Cruising Axle for Overdrive's Economy Without Overdrive's Cost
- 21 High-Capacity Springs with Greatest Deflection Rate in the Weight Class
- 22 Sand-Tight Tail Gate
- 23 Heavy-Duty Tail-Gate Hinges
- 24 Drip Rail that Directs Water Down Windshield Post
- 25 Not Cardboard—But Vinyl Roof Insulation in Cab
- 26 Dome Light
- 27 Double-Wall Cab Construction for a Bonus in Strength and Insulation
- 28 Smart Interior Finishes
- 29 Lock on Glove Compartment
- 30 Double-Anchored Hood





**FORD STATION WAGON** — A new and expanding line of station wagons by Ford came in 1958. New to the line is the six-passenger Fordor Ranch Wagon above, one of Ford's six new models built on body shells entirely separate from Ford passenger cars. The Ford dealer in Hope is Hope Auto Company, 220 West Second Street.



**EDSEL — NEW STYLING CONCEPT** — Shown is the four-door hardtop of the Corsair series of Edsel, the car that introduced a new concept of styling. This vertical grille, horizontal taillights that blend into the luggage compartment and a concave sculptured side scallop distinguished Edsel. The Hope dealer for Edsel is Hope Auto Company, 220 West Second Street.

## Visioneers Plan Car of Future— Fantastic Concepts Are Accepted

In view of what has happened to transportation in the past 100 years, no concept of future vehicles is too fantastic for exploration.

Hence, it is not too fanciful to suppose that Americans 100 years from now may be using a vehicle that will travel on land, the air, and on the sea. Men who study advanced styling admit it is a fantastic concept, but they say the most fanciful concept of future design may contain the germ of something valuable for the more immediate future.

Each of the major automobile manufacturers has an advanced styling section. Here are developed some of the most fabulous "dream" cars in clay and plastic models. There are also colorful sketches of vehicles that look like a combination of amphibian and flying saucer, sports cars that

may take to the sky as rocket-powered cars of the future, and vehicles that would seem best adapted to earth-to-the-moon flights.

George W. Walker, Ford Motor Co. vice president and director of styling, says:

"Millions of dollars are spent during the evolution of a new design to give you a vehicle that is more useful, more beautiful and more desirable than its predecessors — one that fulfills the requirements of that tomorrow for which it is created."

Walker says the people of the advanced styling studio base many of their suggested designs "on visible trends in the major areas of human activity; they follow these trends to the far horizon of science, art and living."

"You may some day own and use helicopter-like conveyances or

## Fashion Dictates Car Styles, Peacock Shade May Be Coming

The findings of the fashion trends activity at Ford Motor Company's styling center indicate that a peacock shade will not be unlikely in automobiles in the next few years — if current tastes in high fashion and decorator colors hold up.

Also found was a growing popularity among car stylists for fabrics offering a combination of softness and wearability in preference to those with a hard feel.

G. W. Walker, vice president and director of styling, nailed the report as "a virtual promise that the styling of Ford Motor Company products will be geared increasingly to the tastes of fashion-conscious individuals."

Guests at a Ford preview included experts from New York and Detroit.

In addition to hearing the conclusions of the Ford advanced stylists engaged in the fashion trends activity, they also saw gowns, fabrics, furs, jewelry and accessories representing the offerings of the leading fashion houses in this country and Europe.

Among these selections were several originals being shown for the first time and a number which were making their American debut, having been seen previously only by members of the fashion press at European showings.

A number of the gowns and furs being premiered were designed specifically for display with the seven Ford Motor Company show cars that were a highlight of the preview.

These cars included the Morning Star, a 1958 Thunderbird trimmed and painted in Morningstar Blue with white leather covering the roof; the Coupe Vivante, a copper-colored Ford retractable hardtop with specially woven electric blue and copper interior; L'Opera, a gold beige Continental Mark III two-door sedan with beige moire interior; and La Galaxie, a styling "dream car" with frosty gold exterior and interior, which was introduced last month at the Chicago Automobile Show.

Other show cars displayed included a claret red and black Continental Mark III limousine, a light pearlescent turquoise Mercury Park Lane phaeton sedan trimmed in medium turquoise and featuring turquoise-dyed mouton carpeting, and a white Edsel Citation two-door sedan with copper interior and copper scallops on the exterior.

Robert H. Maguire, chief of the

plans of other industries can a company develop vehicle styling which will assure our cars that will be in harmony with the other things you will buy, three, five or 10 years from now," Walker says.

The shapes and forms of future cars, Walker says, will be influenced by improvements planned in many industries not directly related to the automobile. "These improvements, he adds, will create new living habits, new standards of tastes and new products."

"Only by understanding the fu-

Advanced Styling Studio, under whose direction the fashion trends program is carried out, explained that the research conducted by his office in this area serves as a "library of ideas" for designers of current Ford products and of cars to be introduced in the years to come.

## AAA Reports More Safety for Everyone

The American Automobile Association reported that the year 1957 was a safer year for motorists and pedestrians.

According to figures from the AAA, at least one thousand fewer people were killed on the highways and streets. During the first eight months of the year, the traffic death rate, in terms of total miles driven, was the lowest in history.

There were 5.6 deaths per 100,000,000 miles, compared to six deaths per 100,000,000 miles in 1956.

This is proof, AAA traffic safety experts say, that educational programs of schools, municipalities and states, are paying off in lives saved. Such activities as high school driver education, the School Safety Patrol and the National Pedestrian Safety Program, in which the AAA and the Auto Clubs have an active role, were emphasized as making especially strong contributions to the over-all traffic safety picture.

For example, in thousands of communities throughout the nation, not a single child has been injured at a school crossing where the patrol is on duty. AAA officials are enthusiastic in their praise of school and police officials who have co-operated in making the school and police officials who weapon against traffic danger at school crossings.

More than 21 per cent of 1957 United States highway deaths occurred on Saturdays.

**NO CONNECTION**

There is no connection whatever between the mother's nervous system and that of the child, and no means by which idea or impressions in the mother's mind can reach the unborn child, according to the Encyclopedia Britannica.

**BOAR HUNT**

The wild boar, a favorite game animal of European nobles, is hunted today in southeastern United States, the species being descended from imported game animals that escaped from a game preserve.

Unloaded A Little And Things Will Pick Up



(Courtesy of The Commercial Appeal)

## Taxes Take a Bite Into Auto 206 Times

The Automobile Manufacturers Association estimates that nearly 30 cents of every dollar paid for a new automobile represents taxes. Cost experts of the industry figure taxes bite 206 times into the car buyer's pocketbook.

The average car buyer knows only about federal excise, state or local sales taxes, license plates and registration fees. But while the car was being assembled there

were corporation, property, transportation taxes, as well as taxes on hauling the raw materials and the like.

One way or another, all these taxes go into the price tag of a new car.

**SUITOR SCORES HIT**

**STOCKHOLM, Sweden (UP)**—Robin Douglas-Horne, British suitor of Sweden's Princess Margaretha, has made a "hit" with the Swedes. A song he wrote—called "Spring Is in the Air"—has just been released in Sweden and it is estimated that record sales for the tune may go over the 100,000 mark.

**TIES STRENGTHENED**

**LONDON (UP)**—Soviet studios will make a full-length color film about the Suez Canal, Moscow Radio said today. The broadcast also said that "in connection with the plan for cultural cooperation between the U.S.S.R. and the United Arab Republic... it is proposed to publish an anthology of Arabic poetry and another of Arabic prose."

**OLDEST FIESTA**

"The Santa Fe Fiesta is the oldest and one of the most colorful community events in America. It celebrates the reconquest of the New Mexico region from rebellious Indians by Spanish troops in 1692."

# NOW is the time TO BUY A CAR - WHY?

1. The buying power of your car dollar is the greatest right Now—it will buy more car value, new or used right now than in future months.

**NOW IS THE TIME TO BUY A CAR**

2. We have nothing to fear but fear itself—continued normal purchasing of cars, clothes, homes and things we need, will insure a strong economy with full employment.

**NOW IS THE TIME TO BUY A CAR**

3. You'll be helping to keep Hope business healthy... and you'll be helping yourself to extra savings during your Ford Dealers SALE-O-RAMA.

4. We are willing to do our part in creating a better economy picture right now by offering you the opportunity to buy a NEW 1958 FORD at a great savings—lowest cash difference, lowest monthly payments for the reason, we know that everytime a person buys a new car he provides 30 days employment for an automobile worker plus additional employment in allied industries.

**NOW IS THE TIME TO BUY A CAR**

**1958 FORD CUSTOM 300 2 DOOR**  
(FULLY EQUIPPED)

- HEATER
- DELUXE INTERIOR
- SPECIAL TURTLE PAINT
- OIL FILTER
- TWIN POWER ACTION WIPERS
- TURN INDICATORS
- AIR CLEANERS
- GOLD MOUNTING
- NEW CAR WRITTEN WARRANTY

**\$1950.00**



Open Until  
9 P.M.  
THURSDAY  
FRIDAY  
SATURDAY

## HOPE AUTO COMPANY

"YOUR FRIENDLY FORD DEALER FOR 35 YEARS"

220 WEST SECOND ST.

HOPE, ARK.

PHONE 7-2371

Open Until  
9 P.M.  
THURSDAY  
FRIDAY  
SATURDAY







BUICK SPECIAL FOR 1958 — The bold lines of Buick's 1958 styling, are exemplified in the luxury and beauty of the Buick Special, the big volume seller in the Buick line. The Buick dealer in Hope is Keady Buick Co., 304 East Third St. in Hope.

## Emblems on a Few Cars Today Can Be Traced to a Very Distant Past

When an automobile designer gets around to putting his company's emblem on a new model, he does it with a crest that in some cases dates back hundreds of years. One automaker's emblem reaches back to the 11th century. Not all of the automobile manufacturers are able to point to such ancient lineage, of course. Some of them can't trace their trademarks beyond their own design department where the stylists simply put together a fancy emblem. One was laid out from an early auto-maker's recollection of a wallpaper pattern he saw in a French hotel.

Although they are commonly referred to as "crests," the word is a misnomer. In the specialty of heraldry, the distinguishing emblem of an aristocrat is called a coat of arms. The coat of arms consists of a "shield" the central section containing symbols designating family accomplishments or honors from a grateful monarch; group in the family who "having little land to set their feet on, must look to the wings of virtue"

aily rests on the shield; and and merit for their prosperity."

"mantling," the decorations providing a background for the shield.

Scout of the emblems employed by automakers today are based on coats of arms which have historic validity.

The coat of arms on the Cadillac Division of General Motors is the authentic heraldic device of the Sieur de la Mothe Cadillac, the man largely responsible for the founding of Detroit in 1701. His family represented an aristocracy four centuries older than the discoveries of Columbus. The coronet crest showed the Cadillac's affiliation with the King of France. The three little birds on the shield are symbolic of the Holy Trinity; the horizontal bars are military girdles of honor.

If you look closely at the birds, you will see they have no legs. One ancient historian says this is because — besides their religious symbolism — they represent one group in the family who "having little land to set their feet on, must look to the wings of virtue"

The emblem on the Packard car is the registered arms of the Paeker family, the name from which Packard is derived. The four silver roses could signify family participation in the War of the Roses. The crest is a pelican "in her piety," a heraldic term meaning caring for her young. It long has been a religious symbol for motherly solicitude.

The heraldic device on the Ford cars was first displayed on the 1950 models and has been adapted from a much simpler coat of arms of a 17th Century Ford family. There are about 20 Ford families of English and Irish origin mentioned in Burke's General Armory as qualified to bear arms. The arms of Ford of Sussex were three crowned lions rampant (standing upright) and apparently is the basis for the design produced by Ford stylists.

The Lincoln car was named in honor of President Lincoln and its emblem is registered for an ancient English family of that name, apparently thought to be ancestors of the Great Emancipator. Actually, of course, Lincoln came of sturdy, simple people with no aristocrats anywhere in the line.

The Scottish engineer, David Dunbar Buick, placed his family coat of arms on the first cars he built and today's Buicks still carry a good replica of the same device. The diagonal bar is easily visualized as the scarf worn over a Scottish warrior's shoulder. The buck's head and cross also seem symbolic of gallant people in their wild highlands. Unfortunately, although Buick made a fortune with his discovery of a way to apply porcelain to iron in the making of bathtubs, he lost his riches as an auto pioneer.

## Buyers Want Radios in a New Car

Three of every four new car buyers want radios in their automobiles. Last year, motorists spent more than \$300 million for radios in the 1957 autos. This year's buyers want radios too.

More than half of the radios are manually-operated type and the so-called "station secker" sets. Some all-transistor sets are being

used in the higher-priced make of cars. More and more combined tube and transistor installations are appearing.

Another development in this accessory field was the advent of several foreign-made AM-FM radios as replacement items. About half a dozen companies supply all the original-equipment radios for American-made cars.

Research indicates radios are among the most popular of extra equipment items, demand for them rivaling that for automatic transmissions, heaters and directional signals.

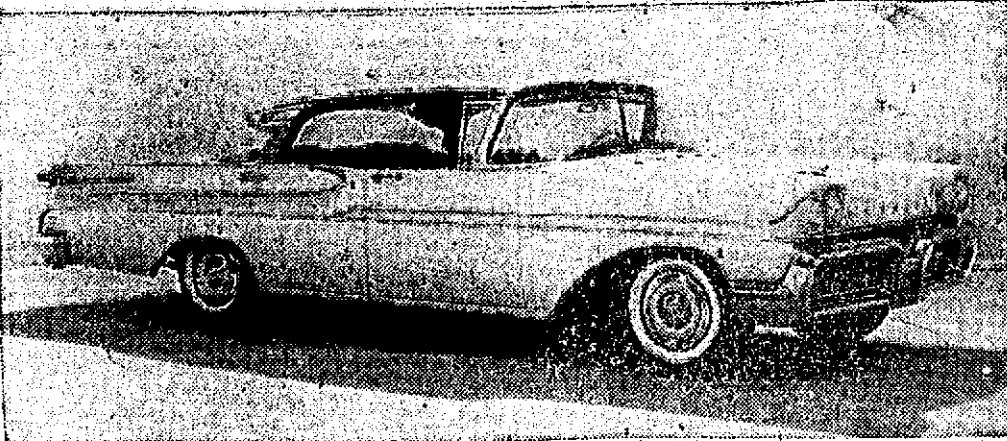
List prices for car radios vary widely, from around \$67 for a manually operated set to more than \$175 for a "signal-secker" equipped with rear seat speaker, electric-powered antenna and foot control. The maker of one of the foreign-built AM-FM sets has announced a price of \$169 for his unit.

## Auto Industry Uses More Stainless Steel

All that glitters is not chrome on an automobile.

The stainless steel industry points out that more than 20 pounds, or 47 pieces of shiny metal, brighten and provide protection for one make of car alone.

Even as far back as 1925, when there were only 20,000,000 cars, there was only one mechanic for every 66 vehicles. In 1950, there was one mechanic for every 87 vehicles. The ratio in 1957 went to one man per 89 vehicles.



LUXURY IN THE MERCURY MANNER — The biggest and most luxurious Mercury ever built — the Park Lane series — was designed to appeal to the more discriminating buyers in the upper-medium price bracket. Mercury's dealer in Hope is The Trading Post, 317 East Third Street in Hope.

## Cleaning, Oil Wipe Keeps Chrome Shiny

Reasonable care will keep the chromium plating on the modern automobiles free from rust and other blemishes.

A weekly wash and an occasional dry wipe with an oil-dampened cloth when the chromium parts are clean and dry are recommended by men who have investigated the causes of plating deterioration. Any light mineral oil will do. Wax applications will serve as well, although it probably will be harder to get a good coating on the hard-to-get-at spots.

that may need protection most, the experts say.

There has been a general inclination to blame materials used for winter street deicing for much of the plating and car finish corrosion. But, the experts say, air pollutants, especially in areas of heavy industrial concentration, also figure in plating failure.

Use of an oil-dampened cloth or coating of wax, they add, will form a film over microscopic holes or pitted spots that appear on plated surfaces that have been exposed to acids or other corrosive materials. The film prevents a "boring" action through the plated overlay.

Without such protection, the "boring" action may get through the overlay and attack the basic metal — steel or zinc diecasting. This sets up an electrolytic action,

forming either iron oxide (rust) or zinc oxide.

And, the experts add, rust forming in the surface of the basic metal beneath the copper-nickel-chrome-overlay has a tendency to push upward or blister.

**CONVERTIBLES**

Convertibles, 2.8 per cent of U. S. auto production, climbed to 3.4 per cent in 1956, according to industry figures.

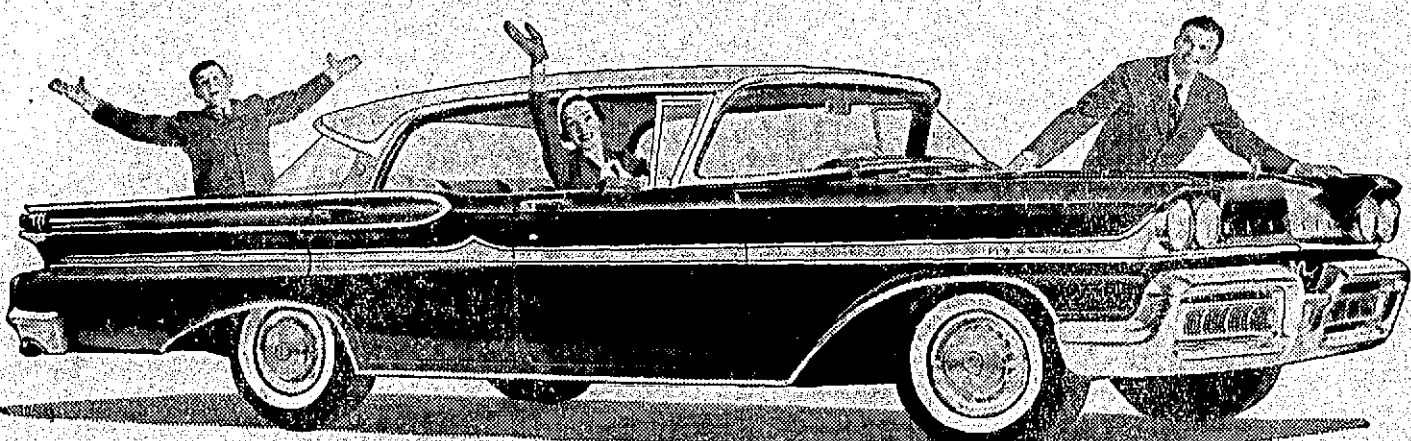
**90 MILLION CARS**

By 1967, it is estimated that there will be 90,000,000 cars on the road.

**FALLACY**

The Newfoundland dog is such a good swimmer that people once believed its feet were webbed, but this is untrue of any breed of dog.

# Mercury offers a special opportunity: TO ALL CAR BUYERS WITH LEAN BUDGETS AND A HEALTHY DESIRE FOR A BIG CAR



The more value you offer people, the more they'll buy. So, for a limited time only, we're going to make it easier for you to own a 1958 Mercury than ever before. And what a buy you'll get! Look anywhere—leave no stone unturned—you can't find a car to match the Performance Champion. Mercury beats every car in America for horsepower (up to 360\*) except one costing almost \$1000 more. And Mercury even beats that make in power-per-pound.

Mercury leads its entire field for all-around bigness, too. Yet you don't have to flatten a budget to own a Mercury. Prices start below 42 models of the "low-price 3." But come in. Let us show you how really easy it is to own the Performance Champion for 1958.

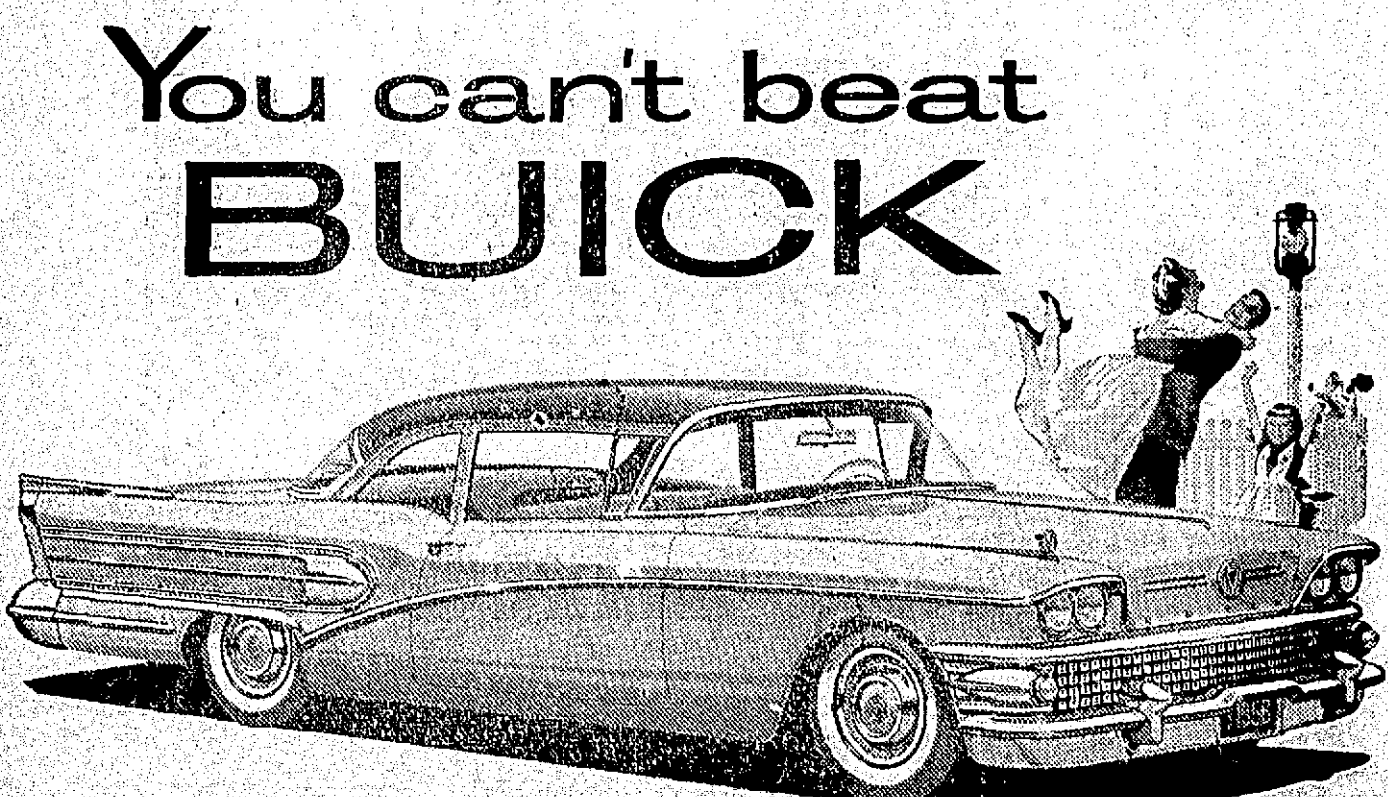
\*Standard equipment in the Park Lane series.

**MERCURY**  
PERFORMANCE CHAMPION FOR '58

PLAY MERCURY'S \$275,000 TV GAME—FIRST GAME STARTS APRIL 13th. SEE YOUR MERCURY DEALER NOW. Win while you watch the Ed Sullivan Show. 20 Grand Prizes—new 1958 Mercurys, 6000 Second Prizes—Kodak Movie Cameras. No strings, no obligation. But you must use official Game Board. Get yours today at our Mercury showroom.

## IT'S AUTO BUY WEEK

THE TRADING POST, 321 S. Laurel, Hope, Ark.



# You can't beat BUICK

for Value.....  
for Safety...  
for Thrills.....

Example: The Buick Special 2-Door 6-Passenger Sedan is priced below 27 models of the "low-price three"—yet this Buick gives you a long list of extras, at no extra cost that are charged for by other cars.

Example: Buick alone has air-cooled ALUMINUM front brakes which Sports Cars Illustrated Magazine says are a "100% improvement over conventional Detroit brakes." These air-cooled aluminum brakes—the year's greatest safety advance—are optional at slight extra cost on the SPECIAL, standard at no extra cost on all other Series.

Example: Every B-58 Buick gives you the smooth, surging response of the B-12000 engine with its 12,000 pounds of thrust behind every piston's power stroke. And in any B-58 Buick you can have the fabulous performance of Flight Pitch Dynaflo\* that switches the pitch a million ways.

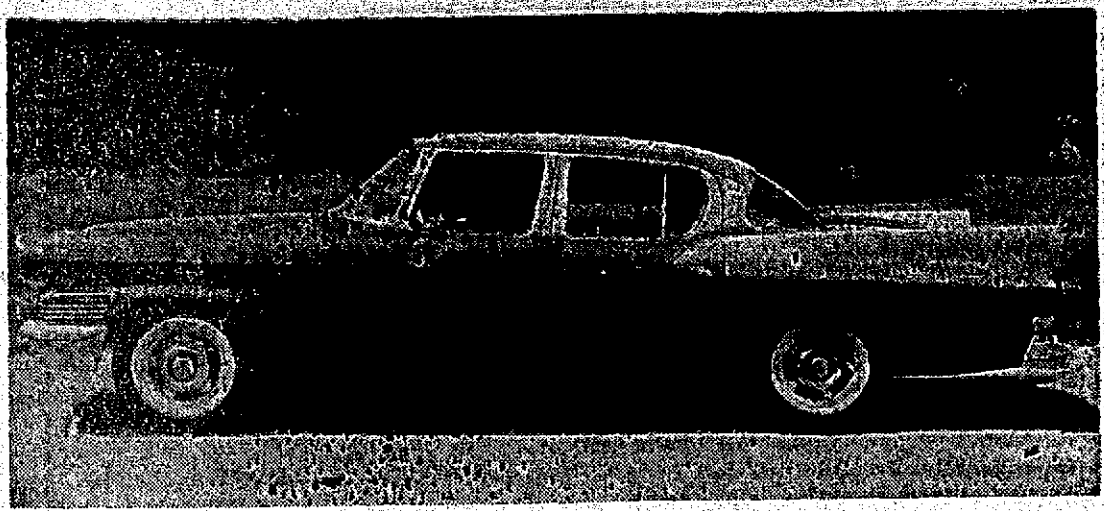
\*Flight Pitch Dynaflo standard on Limited and Roadmaster 75, optional at extra cost on all other Series.

Keep local business healthy  
**YOU AUTO BUY NOW**

For Your Top Buy During  
**AUTO BUY WEEK—**  
SEE YOUR LOCAL AUTHORIZED BUICK DEALER  
NOW—more than ever—When better automobiles are built Buick will build them

**Keedy Buick Co.**  
304 E. Third St. Hope, Ark.





**STUDEBAKER PRESIDENT** — This is the 1958 Studebaker President, a four-door sedan with V-8, 289-cubic inch engine generating 225 horsepower. It has a four-barrel carburetor. The Studebaker franchise in Hope is held by Archer Motor Company, 114 East Third Street.

## Space, Adaptability of Station Wagon Attractive to Americans

The station wagon has known a rise in popularity second only to that of the hard-top convertible. Seventeen years ago station wagons accounted for less than 1 per cent of the passenger car market. Last year they accounted for about 12 per cent.

Once considered a luxury vehicle for the wealthy, it has become — with the blending of utility with passenger car styling and riding comfort — a family car that can double as a business vehicle. It has a multitude of uses.

Sportmen and campers transport small boats, outdoor motors, fishing tackle, guns and tents in it. Nearly half of all station wagons are bought as business and family cars. Research shows that about 25 per cent of all station wagon buyers own another car.

A recent survey disclosed 45 per cent of station car owners bought their vehicle to accommodate children, luggage and dogs. Another 42 per cent said they needed the station wagon to haul equipment and products.

The station wagon, or a vehicle known as the station wagon, had its beginning some 40 years ago. Fancy resort hotels used to have a specially built body assembled on a conventional chassis for transporting guests between the resort hotel and the railroad station.

Highly Refined  
Now often called the estate wagon, the ranch wagon or the country wagon, the station wagon has developed rapidly since the early wood vehicles.

Ford, one of the early makers of station wagons, started limited production in 1929 with wood body panels fabricated in a lumber-rich section of Michigan's upper peninsula. The conversion to all metal body design came in 1932.

Other changes that radically modified the station wagon were rear seats that folded down to form a continuous platform, improved hardware to open and close the rear door, improved weight distribution and handsome body lines which eliminated the box-like appearance.

With the coming of the all-steel station wagon, the auto industry stylists concentrated on enhancing its eye-appeal. Today's more popular station wagons have all the engineering advances that go into the conventional passenger

car and styling the car makers say is bound to appeal to an increasing percentage of car buyers.

## Tire, Wheel Units Can Assemble Fast

The assembly of wheel and tire is an interesting part of the auto plant's mass production technique. There is a line in the Oldsmobile division plant in Lansing, Mich., that can turn out 700 completed units in an hour.

Wheels and tires move a half-mile on a conveyor belt before they reach the final assembly line, and on that journey they are painted, dried, inflated, balanced, inspected and marked.

Tire and wheel come together just ahead of the moulder machine, and as the unit moves into the tire moulder, two roller-mounting heads spread the tire bead (or inner edge) over the rim into position.

The unit next moves along a roller line into an automatic tire inflator. Here the table raises the assembly into the inflating tube, where air is injected into the tire, less tire between the tire and the rim on all sides. In slightly less than one second each tire is inflated.

The valve stem, with cap on it, was installed on the tire before tire and wheel came together. The cap remains on the valve during the inflation process.

From the inflation head the assembly is carried onto a turntable which flips it over, in readiness for the balancing machine. The amount and point of unbalance on the assembly is registered electronically. Then the machine marks the wheel rim indicating the correct amount of weight to be added to balance the assembly.

One man adds the weights indicated in one of the final operations on the tire and wheel assembly line before the units move to the final car assembly line.

Rayon amounts to one-fifth of all man-made fiber production in the United States.

## Turbine Auto Engine Still Years Away

Although progress has been made in the development of the gas turbine and free piston engines, it will be some time before they will be powering the family automobile.

They will make their first appearance in commercial and military areas. A major producer of farm equipment already has built an experimental tractor using a free piston, and most of the car manufacturers have gas turbine units in experimental passenger cars.

However, both units are still far from the point where they would assure the same smooth performance in a passenger car that is provided by the gasoline engine.

A group of General Motors engineers recently told an engineering society meeting that gas turbines are "practical and feasible" for heavy duty and military vehicles, with "no additional breakthroughs" required to put heavy turbine vehicles on the road.

Fuel consumption in the gas turbine engine continues to be high, regardless of the quality of fuel used. The GM engineering group admitted that at the present time the miles per gallon economy of the piston engine still "shades the fuel economy of a turbine engine."

## Eggshell White Now the Favorite Color

Eggshell white continues to combine the automobile color picture, according to car manufacturers.

White, the leader in 1957, is still the preference of customers. Ebony black, the color leader in 1956 and runner-up in 1957, continues to be a strong favorite of many purchasers of new cars.

One car maker said women have the last word in the selection of the color of the family's new car, and white is the most popular single-tone car color insofar as the women are concerned.

## Over 500 Rubber Parts in Cars Now, More to Be Added Yearly

The modern automobile comes off the assembly line with some 540 rubber parts weighing more than 100 pounds, not counting tires. This represents a growth in automobile rubber use of about 300 per cent in 20 years.

Every year, new uses for rubber are found, and now plastic is becoming increasingly important in the automotive field.

Motorists usually think of rubber in their cars as tires, fan belt, radiator and heater hose, but there is a lot more than that.

Without rubber insulation in the car's electrical system, the system would short out when the ignition was turned on.

If it were possible to start the car's engine, the resulting vibration without rubber motor mounts would frighten the driver.

It would be necessary to wear a gas mask to survive escaping exhaust fumes without rubber seals.

If it happened to be raining, the driver would get a thorough soaking without rubber weather stripping around, windshield, windows and doors. The driver would not be able to see where he was going without rubber windshield wipers.

The car would squeak like a banshee as metal rubbed against metal without the cushioning and sound proofing effect of rubber. The noise factor would rise to a crescendo as the car clattered along on solid metal wheels.

THIS IS where most of the rubber has been added to the modern automobile. The wedding of rubber and the automotive industry has increased comfort for the driver and extended the life of cars.

Rubber parts that seal, cushion or activate other automobile parts have fascinating names. The average driver doesn't know it, but his car sports such things as a "carburetor dash pot diaphragm" and an "upper control arm rebound bumper."

The 540 rubber parts found in

the typical car do not include optional equipment.

When a car owner adds power steering to his car, he is adding also 15 to 20 rubber parts, such things as a "reaction area seal" and an "oil seal-inner, oil seal-lower and oil seal-upper." Strange sounding names to the average motorist, but his power steering would not function without them.

Automatic transmissions, power brakes, air springs, radios, heaters, crash pad and other "extras" add many rubber or rubber-like parts to an automobile.

PLASTICS are being used more and more for such things as interior trim, crash pad covers, headliners, upholstery, and dozens of knobs and buttons.

Versatility and efficiency of rubber and plastics are credited for increased use of these materials by automotive manufacturers.

The most promising new item in 1958 is a rubber and compressed air system designed to eliminate traditional leaf springs of steel. A ride on air is being offered by most Detroit car makers as optional equipment this year.

Radical departures take a while to catch on with the motoring public, but it is expected that air springs will be standard equipment on most cars in the early 1960's.

PROSPECTS for the immediate future include such things as rubber bumpers for better protection in collisions and rubber gasoline tanks.

Being flexible, rubber gas tanks can be mounted in different locations, thus permitting car stylists to change lines in the year of cars. Meanwhile, other developments are being made constantly.

The "Captive-Air" tire was introduced by the Goodyear Tire & Rubber Co. a few years ago as the maker said, the beginning of the end for spare tires. This development, a tire with a built-in spare came as a result of demands of Detroit stylists to "get rid of space-consuming spare tires," according to Goodyear.

Safety is a big selling feature for



**CHEVY STYLE FRESH AND LIVELY** — The side and rear treatment of the Biscayne four-door sedan points up the complete job of restyling on the 1958 Chevrolets. The Biscayne series is in the middle price range of the current Chevrolet line, which is sold here by Young Chevrolet Company, 301 East Second Street.

## Give Your Auto a Good Cleaning

If you have not already done so, now is a good time to give your car a good cleaning.

Free your car's finish of grime, dirt, salt and chemicals and stop the onslaught of most before it does real harm. Whether you use the hose-and-sponge method at home or take your car to a washing service or service station for its spring bath, it's a good idea to use a mild detergent to remove the deeply ingrained accumulation.

Washing should be followed by a thorough drying, application of a coat or two of good quality wax, and a vigorous polishing. Chrome parts should be freed of rust spots with a good chrome cleaner, then polished to a high luster. Once polished, your car will be protected for a long while.

The only Arkansas ever to have been on the national ticket was Joe T. Robinson, in 1928 when he was candidate for vice president of the United States. At that time he was serving as U.S. Senator.

auto manufacturers today. This will mean more crash padding, more rubber in a car's interior added to floor mats, foam seat cushioning and interior trim.

## Suggests Term Gasoline Be Change to Term 'Motor Fuel'

The chairman of the board of Sun Oil Company says the word "gasoline" should give way to the term "motor fuel."

Joseph N. Pew Jr., says today's motor fuel is custom-made for the modern high compression engine, and the old-style gasoline actually is only a small part of it.

Prior to the internal combustion engine, gasoline was mostly a waste product and a nuisance to the refinery man whose cash product was kerosene.

With the coming of the automobile gasoline suddenly became valuable. However, refining processes did not change materially. What earlier had been thrown away was sold.

In 1913, came thermal cracking. Later came catalytic cracking. Meanwhile the petroleum engineers were experimenting with the molecular structure of hydrocarbons. They began combining different refining processes. Hydrocarbons were blended. Numerous "additives" were developed.

In 1922 came tetraethyl lead, a heavy metal compound that sharply reduced the tendency of gasoline to knock. Other additives were

developed that acted as lead scavengers, minimized gum and other deposits and protected against rust and corrosion.

Some of the things the refinery has to provide for today's motor vehicles, the Sun Oil Co. engineers say, are:

Ready evaporation at low temperatures for quick starting in cool weather; evaporation in over-increasing quantities as temperatures rise for fast warmup; controlled volatility for the climate and altitude in which the fuels are to be used, in order to prevent vapor lock; minimum of high boiling materials to insure good fuel distribution; high heat content for maximum miles per gallon and high anti-knock quality for the high-compression engines.

## MOBILE LABS OFFERED

VIENNA (UP)—The United States has offered the International Atomic Energy Agency two self-contained and self-propelled mobile radioisotope laboratories. The laboratories were designed by the Oak Ridge Institute of Nuclear Studies.



Another happy family joins the fast-growing number of new Chevrolet owners. Their car is the luxurious Impala Sport Coupe.

## It's a wonderful time to buy a Chevy!

Stop by your Chevrolet dealer's and look over the wide choice of models. Check the budget-minded prices . . . the generous appraisal on your trade-in. You'll see why it's a wonderful time to buy a wonderful car!

See your local authorized Chevrolet dealer

It's a wonderful time to see your Chevrolet dealer—in more ways than one. For nothing goes with springtime like a bright new Chevy.

That graceful gull-wing styling puts you right in the mood to travel. And Chevrolet's sweet-running V8 makes the distance seem shorter between any two points you pick.

You're driving the only all-new car in its field. The only one with Fleet Body fineness and the firm

feeling of a new Safety-Girder frame. Yet it wears a surprisingly low Chevrolet price tag.

Your Chevrolet dealer will give you a quick appraisal on your trade-in and prompt delivery on your new Chevy. Why not see him before spring is a day older?



You'll get the best buy on the best seller!

## Young Chevrolet Company

300 East Second St.

HOPE, ARK.

Phone 7-2355

## Studebaker SCOTSMAN sets new record 33.956 miles per gallon average



Scotsman 2-door Sedan just \$1795\*

Studebaker Scotsman, Mile-A-Thon course was from San Francisco to Bangor, Maine, 4,000,000 miles, with distance and fuel used measured by NASCAR.

## Official mileage mark for full-sized car!

Economy!—that's precisely what the Studebaker Scotsman was built for. And this sturdy, full-sized sedan, equipped with overdrive, proved its mettle the hard way in the Studebaker Scotsman Mile-A-Thon.

Then, over a twisting, turning, coast-to-coast course, it proved the finish line April 17 with an average of 33.956 miles per gallon, certified by the National Association for Stock Car Advancement and Research.

Get all these outstanding features with the highway-proven Scotsman!

• Full-sized holds six adults in comfort.  
• Full power on regular gasoline.  
• New electronically-controlled engine.  
• Modern engineering—Safety-Built Body.  
• Variable ratio steering.  
• Automatic transmission optional.

See the complete line of Studebaker-Packard sports cars, hardtops, sedans and station wagons. Pay only legal taxes, if any, and transportation from South Bend.

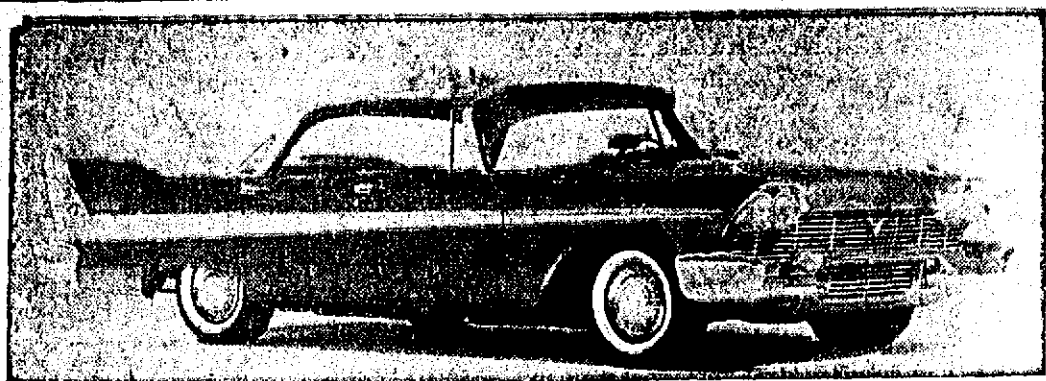
**YOU AUTO BUY NOW!**

**Studebaker-Packard CORPORATION**

Where pride of Workmanship comes first!

ARCHER MOTOR CO., 114 West 3rd St., Hope, Ark.  
©1958 Studebaker-Packard Corporation





MANY NEW FEATURES ON PLYMOUTH — Silver Dart two-tone exterior styling trim, sweep line backward and up to the top of the Plymouth Belvedere four-door hardtop's familiar fins enhances the 1958 Belvedere models and sport suburban station wagons, and is one of many new features in the current Plymouth lines. The Hope dealer is Nunn-Pentecost Motor Co., 901 East Third St. in Hope.

## Fuel Expert Says Watts Is Father of Term 'Horsepower'

What is this thing called horsepower? Strictly a sales term, wrote Dr. D. P. Barnard, coordinator of research for the Standard Oil Company of Indiana, in the American Petroleum Institute Quarterly. James Watt hit upon the term many years ago to sell his steam pumping engines to Welsh coal mine operators.

Dr. Barnard said Watts had to convince the mine owners that his engine would work at a rate equal to a number of horses, and by his arbitrary definition, one horsepower equals the energy required to lift 33,000 pounds one foot in one minute.

Dr. Barnard says that most of the cars produced in the last few years cannot usefully employ all of the power they generate, let alone the much greater power claimed for them.

The great improvements made in auto engine fuels in recent years might well have been used to improve car mileage, he continues, but their potential benefits have been offset by bigger engines, heavier cars, automatic transmissions and other changes.

"Actually," says Dr. Barnard, "the American motorist shows no real concern for fuel economy and, therefore, neither does the car manufacturer."

"It is true that the number of miles which a gallon of gasoline moves a typical automobile has somewhat improved since 1939. However, increased weight, higher driving speeds and faster accelerations (with inevitable increased engine braking) pretty well use up the technical improvements in fuel economy."

Dr. Barnard says the "imprecise" prestige horsepowers that are so widely advertised exist only to maximum engine speeds and can be realized — if at all — only at quite high road speeds, or sometimes in low gear at maximum engine speeds.

He adds this interesting observation:

"An automobile engine will consume at least one gallon of fuel per hour for each eight horsepower it develops. The reaction of the motorist — if he actually used all the horsepower that he is so proud to have at his command — requires no comment."

## Power Steering Is Rated High

Car makers say that control power steering has leaped in popularity this year.

Since the new models were introduced last fall, auto manufacturers have learned that seven out of ten new car orders have specified power steering. This represents an increase of 59 per cent over the same period last year.

The increased demand for power steering was attributed to the fact that women have increased their driving considerably because of the greater number of two-car families.

The trend to suburban living and two-car families have stimulated women's driving, and they have found power steering makes driving safer and curbing less fatiguing, auto experts say.

## AVOID MISHAP OR DEATH BY CARBON MONOXIDE

Be alert to the dangers of carbon monoxide, especially when you're driving in cool weather. It takes only a small amount of carbon monoxide, especially when exhaust to impair both a driver's judgment and alertness enough to cause an accident.

Have your exhaust system checked periodically for leaks. Leaky mufflers cause many mishaps and some needless deaths.

Never drive with all the windows of your car closed. Always open the garage door before starting your car. This is life-saving insurance.

## Foreign Cars Catching on in America

The small, lightweight and relatively low-cost foreign-built automobiles are being bought in increasing numbers by American motorists. The small foreign cars are being seen more and more frequently on the highways and streets in this area.

Still leading in retail deliveries is the German-built Volkswagen. Others include the French Renault 1, Sweden's Volvo, the Metropolitan (built in England for American Motors), and a long list of others ranging in price from around \$1,000 to American port of entry to around \$2,000. Some others are in a higher price group, but the bulk of sales is being accounted for by the lower priced makes.

Volkswagen is virtually certain to lead in the 1957 registration when the final tabulations are completed. It is not so certain to top the imported models in 1958. General Motors is importing its Vauxhall Victor from England, and its Opel Rekord from Germany. Ford is stepping up its importations of English-built Fords.

Additionally, Chrysler disclosed months ago that it also plans introduction of a car to compete in the same price field.

The imported cars making the biggest appeal to American motorists are those of comparatively small horsepower, priced between \$1,500 and \$2,000 and offering high fuel mileage. More often than not the mileage ranges upward of 39 miles per gallon.

Whether the appeal of the foreign-built, low priced cars is based on initial price, high fuel mileage or novelty appearance is widely debated in American automotive circles.

Massachusetts and New Hampshire lead all other states of the Union in per capita ownership of livestock.

## Experts Say Automation No Job Threat

When Henry Ford put a moving assembly line into operation in 1913 he started "automation" in the automotive manufacturing field.

"Automation" is a word that brings up visions of complete automatic production. It also raises the spectre of decreasing employment.

But men who know say there is no such thing as a completely automatic factor. Furthermore, they doubt that there will ever be.

Actually, they say, automation may be termed as "push-button" manufacturing. However, there is more to the operation than just pushing buttons, they add. The most common application of the process in the automobile plants probably is in the linking of separate transfer machines into what might be called one transfer machine.

An example is in an engine plant. Here cylinder blocks are machined and processed by moving through more than an acre of machinery automatically. Automatic gaging equipment is used to inspect quality.

The machines in the series of transfer units are controlled through an interlocking system of electrical switches and relays. The automation device rotates or otherwise positions the engine block casing when an electrical switch is tripped by the part as it passes a certain point.

The auto makers say that so far, most automatic assembly developments have been confined to relatively small assemblies and sub-assemblies. And, although they say the fully automatic automobile plant still is beyond the horizon, they add:

"Automation, despite its proven performance and tremendous progress in recent years, certainly is in one more instance of technological change, aimed at elevating man from drudgery, while giving him better products at the same or lower cost."

## Rugged Roll-Over Tests Safeness

New car models are put through rugged tests to gauge their safeness.

One of the ways to determine how much punishment they can take is by the roll-over, for the complete production body. A finished car is towed at 50 miles per hour and flipped over by means of a ramp so that it lands on its top and rolls over.

In this way, auto makers can judge the ability of the roof and pillars to take impact and learn if the doors stay closed and open easily after the roll-over.

## Modern Autos Are Actually Safer

Progress in automobiles has come about as all progress does — by evolutionary process — but it has been speedy progress.

Before 1885, ver-the-road transportation had scarcely changed in a thousand years, but in a quarter of a century or so the American automobile progressed from a gasoline buggy to the rugged, well-powered, four-door sedans of the '20s.

Today, American motorists take for granted the refinements of some of the features that made their appearance then — roll-up windows, balloon tires, four-wheel hydraulic brakes, foot-controlled dimmer switches, powered windshield wipers.

The car has come a long way as a safe, efficient and dependable means of transportation.

## Higher Speeds Bring Need for Signal Change

Higher speeds in the highways are bringing on the use of 12-inch red lights or dual red lenses at rural intersections.

Development of dependable red finishes, leading to a national shift of the stop sign color from yellow to scarlet is just one of the changes in traffic signs and signals that have been brought on by modern driving habits. Use of the red sign in place of yellow has reduced accidents at a number of intersections.

According to Fred W. Hurd, director of Yale's Bureau of Highway Traffic, the need to eliminate needless driving delays is being answered by signs like the still experimental "YIELD RIGHT-OF-WAY" sign.

This wording on an inverted yellow triangle is probably the first traffic sign that puts the burden of judgement squarely on the driver.

Many of them are now in use in this community.

Some states, among them Florida, have adopted new signs that change speeds with the onset of darkness. Seen in the daytime, the sign may read, "SPEED LIMIT 60." At night — in the glare of your headlights — reflective digits change the reading to, "SPEED LIMIT 50."

Akron, Ohio, is the site of a fishing tackle business second only to one in Norway.



PONTIAC'S PERENNIAL FAVORITE — The big, luxurious and handsomely designed Star Chief four-door Catalina is designed to make the heart of every motorist beat faster. The Star Chief Catalina, a Pontiac series that is available at Davis Pontiac Co., 319 South Walnut Street in Hope, is synonymous with big car styling and comfort.

## There Are Ways to Cut Automobile Fuel Costs

Here are five ways a motorist can cut down on his fuel costs:

1. Cut back cruising speed on long trips. A 500-mile drive at 60 mph takes 8.3 hours. Increasing speed to 70 mph saves one hour, but tests have shown that an hour costs four dollars more through accelerated gas and oil consumption and tire wear.

2. Avoid needless stop-start operations. There's no money in being first to the next red light. In many cities traffic lights are timed to turn green successively as the motorist approaches intersections at a predetermined speed, usually 25-30 mph. Test have shown it cost him over 2-10 of a cent per trip.

3. Don't run the engine when you don't have to, or gun it uselessly. Fast take-offs burn excess gas. It's cheaper to turn off the engine than to idle for long periods. Check the engine's idling speeds it set too fast.

4. Use the proper fuel. If the motorist has got a high compression engine, then he needs octane fuel in a standard compression engine is sheer waste. In fact, much of today's regular gas has the octane rating of the premium gas of a few years ago.

5. And, of course, keep the car in good shape. Proper tire pressure, clean plugs, correct mixture setting and timing are essential to economical operation.

## Demand Grows for Cooling Units in Cars

More and more demand for air conditioning of automobiles—despite price tags that run as high as \$500—is reported by the nation's car manufacturers.

Approximately 380,000 model cars were equipped with air conditioning units in 1957, and auto makers see this as very gratifying acceptance of a purely comfort accessory.

Units are available for all American-made automobiles, with both factory and dealer installation.

At Cadillac the cooling units have been going into one of every three cars, and at Lincoln the rate has been about one in every five cars. In the over priced field, the rate was figured at one per cent, which in that field is substantial.

An interesting point about air conditioning is an engineering estimate that it reduces gasoline fuel mileage by as much as a mile per gallon of fuel.

The 20-foot, 7,000-pound bronze statue of Christopher Columbus at Columbus, Ohio, was a gift of Genoa, Italy.

## Changing Tire Can Be A Simple Job

Before starting a trip, every motorist should check his spare tire for air, and make sure he has the proper tools for changing a tire.

Changing a tire can be a simple business if the motorist is prepared for the emergency and follows basic rules of safety.

When he has a flat, he should pull the car completely off the road and not on the crest of a hill.

Other basic rules are: Make sure the parking spot has a sufficiently firm surface to support the car while it is on the jack. Motorists should carry a plank or rock in the trunk to support the jack on soft soil.

Before raising the car, put the brake on to prevent the car from rolling off the jack, and have all passengers out of the car so they won't be jarred if the jack slips. Use a flare or flasher light when changing a tire at night. Also keep the driving lights on.

## WATCH FOR TRACTORS

Motorist should watch for slow-moving farm tractors on the road in the spring. A motorist should begin slowing down when first sighting a tractor, as the auto may be traveling more than 12 times the tractor's speed.

## "YANKEE RACE HORSE"

The U. S. S. Constellation was referred to by defeated French sailors as the "Yankee Race Horse" when this early American fighting ship run down and captured the French frigate L'Insurgente in West Indian waters in 1799.

## The Men Who Know Cars Best Agree on PLYMOUTH... TODAY'S BEST BUY—TOMORROW'S BEST TRADE

Read what experts of 9 leading auto publications say about the great 1958 Plymouth

MOTOR LIFE: "... Plymouth is the best-handling sedan on the road today..."

MOTOR TREND: "... truly a high-performance, safe, sports-type family car..."

DELL 1958 CARS: "... Plymouth's still the newest, cleanest design..."

SPORTS CARS ILLUSTRATED: "... probably the most roadable automobile made in America..."

"... extremely fast and responsive... moves with authority and grace..."

SPEED AGE: "... with its new engine options, outstanding performance..."

AUTO SHOW: "... refinements have improved the award-winning styling, economy and roadability..."

CAR LIFE: "Anyone considering a low-priced car in 1958 is making a serious mistake if he overlooks Plymouth..."

HOT ROD: "... the number one full-size road car in this country..."

TRUE'S AUTO YEARBOOK: "... wildest performance... comfort for Grandmother's trip home..."

All we can add is: try the Plymouth yourself. Ask your Plymouth dealer for a demonstration drive. Then talk turkey to him about trade-in terms. You'll be pleasantly astonished to learn how easy it is to own the Plymouth further described by Motor Life as "... top in styling and roadability for '58 — with exceptional performance as a bonus!"

More car for your money today  
More money for your car tomorrow



EVERY WINDOW OF EVERY PONTIAC IS SAFETY GLASS  
Light the way to safety...  
AIM YOUR HEADLIGHTS

## GET THE FACTS—and You'll Get a PONTIAC!

This week can be an eye opener! Come in and see the most appealing deal in years. And see how the industry's hottest team of engineers has sparked an all-new kind of action in America's Number 1 Road Car.

Try the smooth, eager response of Pontiac's Tempest 295 V-8... the revolutionary new suspension system that relegates dive, sway and bounce to the history books... hair-splitting preciseness of control that makes you believe in magic!

Once you drive the exciting '58 Pontiac you'll want it. And once you price it... and see how much your present car is worth in trade... you'll get Pontiac—the biggest money's worth on the market!

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Once you drive the exciting '58 Pontiac you'll want it. And once you price it... and see how much your present car is worth in trade... you'll get Pontiac—the biggest money's worth on the market!

# BIG BOLD PONTIAC

A SERIES—FROM THE LOWEST-PRICE FIELD TO THE ULTIMATE IN LUXURY: CHIEFTAIN, SUPER CHIEF, STAR CHIEF AND THE HIGH-GLOSS BONNEVILLE

SEE YOUR LOCAL AUTHORIZED PONTIAC DEALER  
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HOPE, ARK.